

Luxury fashion brands and internet memes as a social media strategy in the context of brand coolness, consumer brand engagement and measures and effects of visual complexity.

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Resumo

Numa era em que as redes sociais assumem um papel crucial nas estratégias das marcas, torna-se imperativo estudar as novas ferramentas de comunicação que as empresas utilizam para se diferenciarem e atingirem os objetivos pretendidos. Pelas suas especificidades, as marcas de luxo merecem especial atenção, especialmente quando se trata da utilização de formas de comunicação mais irreverentes, como é o caso da utilização de memes de internet que se têm tornado cada vez mais populares e parte da linguagem online.

Assim sendo, este estudo pretende compreender de que forma as marcas de moda mais luxuosas podem ou devem incorporar este novo tipo de conteúdo na sua estratégia de comunicação. Desta forma, este tema foi explorado à luz do conceito de Brand Coolness, Consumer Brand Engagement e Measures and Effects of Visual Complexity, em que através da metodologia de investigação escolhida – netnografia – foram analisados cerca de 300 memes da internet da amostra recolhida.

Os resultados obtidos nos moldes das literaturas sobre os três temas mencionados anteriormente, mostram que os memes recolhidos não reúnem as características que, à partida, deveriam ser esperadas para conteúdos de marcas de luxo: Verificou-se que as dimensões de Brand Coolness mais relevantes são Subcultural, Authentic e Original, sendo que seria de esperar que High-Status e Aesthetically Appealing estivessem entre as mais importantes. Verificou-se também que a dimensão mais relevante de Engagement é Cognitive e que, a nível estético, não são conteúdos visualmente harmoniosos, mas sim desorganizados e complexos.

Palavras-chave: Marcas de luxo, Moda, Social Media, Memes, Brand Coolness, Engagement.

JEL Classification System: M30 (general) M31 (Marketing).

Abstract

In an era where social networks assume a crucial role in brand strategies, it becomes imperative to study the new communication tools that companies use to differentiate themselves and achieve the intended goals. For their specificities, luxury brands deserve special attention, especially when it comes to the use of more irreverent forms of communication, as is the case of internet memes that have become increasingly popular and part of the online language.

Therefore, this study aims to understand how the most luxurious fashion brands can or should incorporate this new type of content in their communication strategy. Therefore, this theme was explored in the context of Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity, in which through the chosen research methodology – netnography – were analyzed about 300 internet memes of the collected sample.

The results obtained based on the literature of the three aforementioned subjects show that the collected memes do not meet the characteristics that should be expected for luxury brand contents: it was verified that the most relevant dimensions of Brand Coolness are Subcultural, Authentic and Original, and High-Status and Aesthetically Appealing were expected to be among the most important ones. It was also found that the most relevant Engagement dimension is Cognitive and regarding the aesthetic, the contents are not visually harmonious but rather disorganized and complex.

Palavras-chave: Luxury Brands, Fashion, Social Media, Internet Memes, Brand Coolness, Engagement.

JEL Classification System: M30 (general) M31 (Marketing).

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1 | Introduction

The Internet has been evolving at a fast pace and so social networks. Nowadays, more than ever, social media has been gaining more and more importance. The number of social media users in the world has been increasing, 3.4 billion users in 2020 (Statista & Clement, 2020a) which has led brands to realize the importance and undeniable potential that internet platforms have. Without exception, luxury fashion brands also assume a presence in the online sphere and integrate social media as part of their marketing strategy, despite the initial fears about their presence in this type of online platforms. Nowadays, social media works as a tool to increase brand loyalty and work on brand attitude (Bazi, Filieri & Gorton, 2020).

As it is almost a given that all brands are already present in some way on social networks, some more disruptive strategies are emerging as a way of differentiation: the use of meme marketing (Carr, 2020). Internet memes, characterized by being units of information in image, video or phrases that go viral (Castaño, D.C.M, 2013), began to appear on humorous pages for entertainment purposes. Currently, some pages reached more than 20 million followers on Instagram, such as Pubity, Memezar, among others, such as Nugget and Daquan. Subsequently, as it has been proven that, due to their virality, memes originate high levels of engagement, those units of information started to be used as marketing strategies. Hence, memes are an attractive instrument even for luxury fashion brands, although there might be a slight contradiction between the essence of the luxury concept – Distinctiveness, exclusivity, finesse (Vigneron & Johnson, 2004) – and the characteristics of memes and social media (Okonkwo, 2007; Chu, Kamal & Kim, 2013; Park, Im & Kim, 2020). So, it is crucial that brands study and make sure memes are appropriate towards avoiding misunderstood and jeopardizing the brand's reputation and image.

1.1 | Research problematic

The luxury industry can be considered small in terms of the number of competitors. However, that is not reflected in the industry's sales value as well as its influence (Ko & Megehee, 2012). The market for luxury fashion brands has been growing over the years, reaching in 2017 the global value of \$307 billion in sales, where forecasts indicate that it will continue to grow (Mu, Lennon & Liu, 2020).

Most consumers of luxury brands do their shopping in physical stores, mainly mature consumers. However, emerging consumers of luxury brands have a tendency to buy online. Thus, online sales of luxury brands increased by 22% in 2018, where in 2025 they are expected to increase by 25%. Therefore, just as sales grow online, consumers' expectations towards online experiences are also expected to rise. This leads brands to invest in a good online strategy, to improve the high-quality service in the online sphere (Mu et al., 2020). It is in this context that luxury brands begin to allocate more resources in social media, in an attempt to create value for their consumers in all possible ways. Platforms such as Blogs, Twitter, Facebook, Youtube and Instagram have already been heavily used by luxury fashion brands such as Louis Vuitton, Ralph Lauren, Chanel and Gucci. Through this new social media strategy, brands are able to provide an interaction between their consumers, strengthening relationships and their loyalty (Kim & Ko, 2012).

However, as luxury brands progressively use social media marketing techniques, it is imperative to study and analyse the impacts of online platforms (Kim & Ko, 2012) since these brands have been increasingly bold in the strategies used. For instance, some social media strategies have been considered valuable tools that can justify the sales growth of a brand, as is the case of Estée Lauder. Moreover, there are other cases where brands have simply implemented social networks as permanent brand communication channels, as it happens with Burberry, Louis Vuitton and Tiffany & Co, brands that regularly share images and videos of their products and collections (Bazi et al., 2020).

Recently, Gucci decided to use meme marketing in a campaign to launch new watches in 2017. This is a very risky move for a brand, especially a luxury brand, since memes have an extremely specific internet humorous appeal that can be contradictory to the essence of luxury brands. Memes have been progressively used by brands in social media strategies due to their virality and for being seen as "cool". However, its improper use by brands can call into question the concept of "coolness". Therefore, it is vital for brands to certify their suitability, in order to convey the correct message (Chuah, Kahar & Ch'ng, 2020).

Therefore, by their specificities – exclusivity, uniqueness, elitism (Vigneron & Johnson, 2004) – luxury brands are different from all the others and, consequently, purchased differently. For that same reason, this type of brands should be studied and analysed, giving special attention to their marketing strategies since the reasons that lead consumers to interact on social media are different for non-luxury brands. As a very thin line separates the exclusivity of this

type of brands with the accessibility to all kinds of public on social networks, it is necessary to study how to enhance customer engagement and learn insights about consumers (Bazi et al., 2020).

Thus, the theme of this dissertation is proposed as: luxury brands – analysing the use of meme marketing as a social media marketing strategy in the context of cool brands, consumer brand engagement and measures and effects of visual complexity on image specifications. Here, it is intended to study how luxury brands can benefit from this new trend in online marketing. For this, it is planned to study the impact of the use of meme marketing on the image and perception that consumers have of this type of brands, analysing what kind of feelings are triggered with use of memes in the context of luxury brands, within the scope of brand coolness, consumer brand engagement and image specifications.

1.2 | Research problem, research question and research objectives

As this study is pioneer aiming to link for the first time the use of internet memes into the context of luxury fashion brands and brand coolness, consumer brand engagement and also effects on visual complexity with image specifications, there is still a gap of literature and studies in the field of marketing. Therefore, it is expected not only to contribute to the theory of luxury fashion brands but also give some insights to practitioners regarding how and if they should use memes in the brand communication. Given this topic under study, it suggests the formulation of the following research question:

RQ: Should luxury brands incorporate internet memes as a marketing tool in their social media strategy?

For this research question to be answered, there are research objectives that must be satisfied to formulate the final conclusions:

- (1) To list the most common luxury brands in the universe of online memes;
- (2) Point out which are the most relevant brand coolness dimensions in internet memes and their meaning for luxury brands;
- (3) Highlight the consumer brand engagement dimensions with greater importance in internet memes;
- (4) Analyse the measures and effects of visual complexity in the image specifications of internet memes and their compatibility with the essence of luxury fashion brands.

1.3 | Dissertation structure

This dissertation acknowledges the relevance that the theme of luxury brands has globally. Therefore, excluding references and appendix, this master thesis is composed by 6 chapters.

It starts with the introduction where a contextualization about the theme is made, as well as the research problem followed by the research question and research objectives. Then, the next chapter introduces the literature review which presents essentially the concepts of luxury brands, perceived luxury value, engagement, consumer brand engagement, brand coolness, social media marketing and luxury brands on social media, memes and luxury brands, and image specifications on memes and its impact. Right after and based on this literature review, a conceptual model is presented together with the propositions made for this study. To accomplish the research objectives, the proposed methodology – netnography – is revealed in the respective chapter. Finally, the last two chapters comprise the result analysis and conclusions.

2 | Literature Review

2.1 | Luxury

2.1.1 | The concept of luxury

The concept of luxury is used regularly by consumers when they refer to services and products. However, despite its common use, there is still no clear-understanding or consensus on its meaning and there is even a lack of a concrete definition (Wiedmann, Hennigs & Siebels, 2007, 2009; Berthon, Pitt, Parent, & Berthon, 2009; Ko, Costello & Taylor, 2017; Turunen, 2018) since the concept of luxury is perceived in different ways by different cultures in the world (Godey et al., 2012). Still, several researchers agree that a luxury brand represents social and cultural meanings that consumers buy in order to reach a desired social goal (Becker, Lee & Nobre, 2018; Loureiro, Jiménez-Barreto & Romero, 2020)

Within the vast number of luxury brands, the luxury level is not the same, and some brands might be more luxurious than others. Still, all the luxury brands try to stand out in terms of evoking exclusivity, a notable brand identity, brand awareness and quality (Vigneron & Johnson, 2004).

According to the authors Turunen (201), Fionda and Moore (2009) and Loureiro et al. (2020), the literature available in the marketing field addresses luxury brands from three perspectives: from the perspective of product and brand management, consumption perspective, and purchasing motivations/consumer perspective. Regarding the product/brand management perspective, the product is at the centre of attention and, therefore, luxury brands here are considered with special emphasis on their characteristics. These luxurious features can be tangible as attributes such as high quality associated with luxury brands, or intangibles such as high price, the history and heritage of the brand. Therefore, "such products or brands are considered as physical manifestations of luxury" (Turunen, 2018, p. 7).

On the other hand, the consumption perspective treats luxury brands beyond tangible objects, giving extreme significance to symbolic aspects that in turn create extreme purchase desirability (Turunen, 2018). Therefore, it is in this context that the concept of conspicuous consumption proposed by Veblen (1899) is inserted. When talking about luxury brands, it is mandatory to talk about conspicuous consumption, a concept that portrays the act of acquiring

a luxury brand just for the sake of ostentatious wealth and not for the satisfaction of basic needs such as the utility of the product (Eckhardt, Belk, & Wilson, 2015; Ko et al., 2017).

However, there is a paradigm shift in which "the luxury market has evolved from a traditional conspicuous consumption model to an experiential, consumer self-orientation model" (Loureiro et al., 2020, p. 2). Consequently, instead of studying only the social impact that luxury brands have on individuals, the more personal aspect also begins to gain ground, since this is equally important and is directly linked to purchase motivations of each consumer (Wiedmann et al., 2009; Loureiro et al., 2020).

Consequently, the literature is now also concerned with understanding what are the personal meanings that consumers attribute to the different elements of a luxury brand, as well as what are the hidden reasons that lead them to make a purchase. These aspects then constitute the third perspective: purchasing motivations/consumer perspective (Loureiro et al., 2020).

2.1.2 | Perceived luxury value

When it comes to analysing consumer behaviour in order to diagnose the drivers for buying luxury goods, it is crucial that researchers do not just devote their research to non-personal aspects, which are, social oriented motives focusing on the desire to impress others. For this reason, there is a lack of information about personal motivations compared to non-personal, that is, social and interpersonal drivers (Wiedmann et al., 2007, 2009). However, there has been a social and economic change that has led academics and practitioners to focus more on individual factors (Loureiro et al., 2020). Therefore, several researchers have developed models that explain the reasons why consumers buy a luxury brand. As such, they define several value dimensions that together constitute the 'perceived value', which constitutes the value of luxury goods that motivates the consumers' desire to buy (Vigneron and Johnson, 2004; Wiedmann et al., 2007, 2009; Berthon et al., 2009).

The three dimensions: functional, experiential, and symbolic are the components that Berthon et al (2009) proposed to explain the perceived value. Functional dimension means the tangible attributes that relate to the product/brand's own functionality and utility. On the other hand, the experimental dimension constitutes the personal and individual sphere related to the hedonic value that the consumer finds in a brand, and the pleasant sensations that it provides.

Finally, the symbolic dimension has to do with the social meaning of the luxury brand, that is, the value that the brand means for others and the desire to impress them.

Instead of three dimensions, Vigneron and Johnson (2004) propose a more complex framework in which luxury consists of five dimensions: the authors seek to find a balance between non-personal perceptions of luxury (perceived conspicuousness, perceived uniqueness, perceived quality) and personal perceptions (perceived extended-self, perceived hedonism).

Furthermore, researchers, namely Wiedmann et al (2007, 2009) have realized that social factors (such as status, reputation success, ostentation and the desire to impress others) are not the only dimension of customer's luxury value perception, since there are other important components to consider: financial value (price value), functional value (usability, quality and uniqueness value), individual value (self-identity, hedonic, materialistic value), and social value (conspicuousness and prestige value). These dimensions (individual, social, financial and functional value) that dictate the perceived luxury value (Wiedmann et al., 2007, 2009), are positively related to the level of coolness of a brand, which in turn, if it is the case, will influence positively the consumers' desire to use luxury fashion brands (Loureiro et al., 2020).

2.2 | Brand Coolness

As stated in previous literature, a luxury fashion brand has characteristics such as exclusivity (Berthon et al., 2009; Fionda & Moore, 2009), uniqueness (Berthon et al., 2009), high status and authenticity (Fionda & Moore, 2009; Warren, Batra, Loureiro & Bagozzi, 2019). These characteristics, in turn, are related to the concept of "brand coolness" (Warren et al., 2019).

The concept of *cool* is subject to several and different definitions, so the literature in this research area has not yet reached a consensus regarding a single designation. Thus, the marketing literature benefits more if this concept is applied to brands (Warren et al., 2019).

Historically, the concept of *cool* goes back to 1940s when the idea is related to the fashion sphere, with the notions of fashionable and chic. Consequently, nowadays the concept of *cool* is related with the conceptions of exclusivity and uncommonness, high status, legitimacy and uniqueness that are also associated to fashion descriptions (Loureiro et al., 2020). Beyond fashion, the concept of *cool* has been addressed by several areas, including marketing. Within the marketing scope, the impression of cool has been seen as something from which brands can

profit, as well as a medium to increase their market share, thus becoming a valuable resource capable of making brands or products irreplaceable by others in the eyes of consumers (Loureiro et al., 2020). Hence, Warren et al. (2019) proposed that the concept of cool remains when consumers consider that a brand possess the following characteristics responsible for engendering purchase intention: extraordinary/useful, high status, authentic, aesthetically appealing, energetic, rebellious, subcultural, original, iconic and popular.

The concept of extraordinary/useful is related to the fact that a brand has superior quality and tangible benefits. Practical examples are the durability and functionality of a product. According to the study done by the authors (Warren et al., 2019), a cool brand can also be a high status brand, which argues that the brand is associated with a higher social statute, alongside glamour and sophistication. Although its meaning is somewhat subjective, an authentic brand is also considered a cool brand when it is an integral brand, faithful to its essence and does not strive to be cool. The aesthetically appealing dimension is related to the appealing design that a brand has, either in its products or in its essence. A rebel brand is also seen as cool when it tends to question or go against the standards set by society, deciding to run away from rules. Similar is the subcultural dimension which is likewise allied to the act of escaping from society's standards but, in this case, a cool brand is a brand that is associated to a certain subculture, a group of people that perceives itself as a distinct community. Another dimension of brand coolness is original, which refers to when brands are innovative, creative and try to reinvent themselves. Finally, the iconic dimension suggests that the brand has some special meaning for consumers and the popular dimension occurs when a brand is trendy and known by a large majority of consumers.

Subsequently, a brand is seen as cool when associated with a restrict group of people (niche) that has not yet reached mass consumption. However, a brand is also cool when it is recognized as such by the general population. This results in the concepts of *niche cool* and *mass cool* (Warrent et al., 2019) and luxury fashion brands are starting to fit into both groups and not just in 'niche cool' as traditionally, due to the process of democratization of their consumption (Okonkwo, 2007). Indeed, one of the factors that led luxury consumption to stop being a lifestyle for elite groups was the growing use of social media (Charoennan & Huang, 2018).

2.3 | Engagement

2.3.1 | Concept of engagement

The word *engagement* first came into use in the 17th century, referring to moral or legal obligation. As time went by, the term gained other literary interpretations, becoming a concept representing "connection", "appendix", "emotional involvement". Since then, several areas of interest, such as sociology, psychology, among others, began to use this term. (Brodie, Hollebeek, Jurić, & Ilić, 2011). Similarly, in the marketing literature, the terms "consumer engagement" and "customer engagement" have gained special relevance in recent years and, consequently, several conceptualizations of customer engagement have been developed. (Brodie et al., 2011)

Brodie et al (2011), based on five fundamental prepositions, built a general definition of customer engagement. According to the authors, customer engagement is a psychological state that occurs when a consumer interacts with an agent or object, in this case, a brand. Customer engagement may have different levels, depending on the context conditions where it takes place, and it is also a dynamic, interactive moment where there is value co-creation between the parties involved. "It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions. (Brodie et al., 2011).

On the other hand, the authors Hollebeek, Glynn & Brodie (2014), conceptualize customer brand engagement as interactions between the brand and the consumer as a cognitive, emotional and behavioural activity. Thus, from this idea derives the model proposed by the authors, composed of 3 dimensions: Cognitive processing, affection and activation.

In an interaction between the consumer and the brand, the "cognitive processing" dimension concerns the level of processing done by the consumer in relation to the brand, such as, for example, if the brand makes the consumer think about it himself when using it, or if the consumer thinks about the brand a lot. In short, it happens when the brand stimulates the consumer's interest in knowing more about it.

Considering the degree of positive affection in an interaction between the brand and the consumer, it regards the "affection" dimension of engagement. Therefore, this dimension stands

for the consumer feeling something positive when using the brand, about feeling good, happy and proud to use the brand.

Finally, the "activation" dimension corresponds to the energy and effort spent by the consumer in the interaction with the brand. Thus, it is a more behavioural dimension since it designates the consumer using the brand more than others and always opting for the same brand in a given product category.

2.3.2 | Engagement and Social Media

Consumer engagement embraces the state of mind of consumers when having some kind of interaction with other consumers and brands on online platforms (Nadeem, Tan, Tajvidi & Hajli, 2021). Therefore, according to the author Hollebeek (2011, p.260), "In the field of marketing, consumer engagement is defined as "a psychological state that occurs by virtue of co-creative, interactive experiences with a brand".

Enhancing engagement in social media has been one of the main focuses of work of marketers and companies (Bazi et al., 2020). Social media has been changing the way brands and consumers communicate, thus becoming an indispensable tool in marketing. Likes, shares, laughs and loves, shares, comments and follows are modes that, nowadays, consumers can opt to interact with brand pages (Deng, Hine, Ji & Wang, 2021; Nadeem et al., 2021). These pages are, at the same time, a source of interest/content/information for consumers and are also communities of people who share the same interests, in this case, the admiration for a particular brand (Nadeem et al., 2021). The intention is to increasingly grow the frequency with which these actions are done. The greater the engagement, the greater the virality of a content or brand and, in turn, the greater the brand awareness, consideration, sales and brand value. Nowadays, as social media is already an advanced tool, marketers find it increasingly difficult to create contents that stimulate consumer engagement (Deng et al., 2021).

Therefore, this has been a growing area of research in marketing, but still lacks information about the presence of luxury brands on these social media platforms, as well as what motivates consumers to stay engaged with this type of brands (Bazi et al., 2020).

There are several aspects that impact the engagement of brands' posts. According to former studies, there are factors such as the type of post and content used, the frequency of publication, the time of publication and the language used, influence the level of engagement by consumers.

So, as these are aspects that influence consumer perception, these are issues to be contemplated by marketers when making the strategic planning of the brands' social media strategy (Deng et al., 2021). In this scenario, providing an experience that remains in the memory of consumers that is meaningful and enjoyable, is the goal of brands to achieve a strong value proposition that generates engagement. If brands are successful in this task, they ensure competitive advantage (Nadeem et al., 2021).

2.4 | Social Media

2.4.1 | Social Media Marketing Activities

Progressively, social media and all the different online platforms are part of the day-to-day routine of billions of people, since everyone spends more and more time surfing the internet looking for products, information, tips and services, and even communicating with others (Dwivedi et al., 2020). This is reflected in a growing increase in the number of active internet users that, as shown by statistics in October 2020, corresponds to 4.66 billion people, which resembles to 60 percent of the world's population (Statista & Clement, 2020b).

Through social media platforms, consumers can make a variety of communications, from communicating with friends to interacting and getting in touch with a brand. So, consumers become active creators of interactions, adding value to brands, since the propagation and growing use of social networks is an opportunity for companies to increase the level of profitability (Bazi et al., 2020).

So, companies have started to use social media as a valuable instrument for brand managers to accomplish their marketing objectives in a more cost-effective way (Dwivedi et al., 2020). As online media is a tool of an intuitive nature and with which consumers are familiar, brands grabbed the opportunity to create relationships with consumers and prospective customers, interacting with them on different platforms (Park et al., 2020). Hence, social media consists in a set of online platforms that offer users the opportunity to interact with each other, as well as share data and thoughts (Park et al., 2020).

Within the scope of digital and social media marketing research literature, there are four main premises can be pointed out: environment, company, marketing strategies, and outcomes (Dwivedi et al., 2020).

New digital technologies have revolutionized the environment in which companies work (environment) as well as creating changes in consumer behaviour and their interactions, and so the purchaser has gained a much more active voice (eWOM). Thus, companies had to adopt new approaches to integrate this new tool (company), in which marketing strategies have a very important role to guarantee effective communication, namely content marketing (marketing strategies) to guarantee positive results in organizations (outcomes) (Dwivedi et al. 2020).

2.4.2 | Luxury Brands on Social Media

Within the scope of luxury brands, previous studies prove that it is possible to increase the level of trust among consumers as well as purchase intentions, brand value among other aspects through the use of social media platforms, as these platforms contribute to the increase of brand awareness, brand image perception and preference among other competing brands (Bazi et al., 2020).

Engaging with consumers and creating interactions with two-way communications has been a strategy adopted by luxury fashion brands. For instance, Coach invites their clients to share their purchases via photos and Cartier has an active presence when it comes to interacting with customers, whether responding to comments or answering questions, as well as Louis Vuitton, Chanel and Gucci (Park et al., 2020).

However, although it has already been proven by several studies that engagement with consumers is beneficial for brands by endorsing loyalty intentions (Park et al., 2020), the concept that social media advocates can be contradictory in relation to the true essence of luxury brands (Okonkwo, 2007; Chu et al., 2013; Park et al., 2020). While social media promotes interactivity, inclusiveness, accessibility directed towards mass consumption, some researchers are concerned that it may denigrate and create the reverse effect in luxury brands, since the essence of these relies in exclusivity and uniqueness (Park et al., 2020). Therefore, when luxury brand managers first became aware of social media, there was a great fear that social media could diminish the distinctiveness associated with the brand (Bazi et al., 2020). In addition, luxury brands are highly dependent on hedonic sensations and sensory appreciation, which is impossible online since it is not feasible to create the adequate atmosphere and provide the precise experience as inside the store (Okonkwo, 2007).

Nevertheless, studies have proven that luxury brands should continue to invest in social media marketing strategies, since informed consumers who are up to date on what the brand does are more likely to develop purchase intentions. Thus, luxury brands must continue to use social media to educate their consumers, create awareness among their target audience and reinforce exclusivity (Chu et al., 2013). Christian Dior, Gucci and Burberry are examples of brands that took advantage of internet practices to create a great awareness level and reinforce their presence in the fashion world (Okonkwo, 2007). As so, in some social media plans, the goal is for campaigns to create awareness and go as viral as possible. Consequently, for this purpose, advertisers use “viral marketing”, when in a brand's online communication, they resort to innovative ideas that capture internet user's attention, making them engage with the content and even share it (Knobel & Lankshear, 2007). These digital viral objects created by brands can be called internet memes (Castaño, 2013; Knobel & Lankshear, 2007) and brands, aware of the potential of this type of content, are already starting to incorporate them in their strategies, including luxury fashion brands.

2.5 | Memes

2.5.1 | Meme concept

With the increasing use of the internet and the most varied platforms (social networks, chats, blogs, forums), the concept of meme has gained a new dimension beyond the initially proposed one by Dawkins. Dawkins proposed that a meme is a cultural unit possible of replicating ideas, knowledge and other information, which spreads from person to person through imitation (Knobel and Lankshear, 2007; Castaño, 2013).

However, the internet has evolved in such way that the concept of meme took a different meaning besides the literary one. So, internet memes are contemplated as a new communication system on the internet but still preserving characteristics defined by Dawkins, such as the rapid transmission and replication. (Castaño, 2013).

Like the definition of luxury brands, the meme concept does not yet have a formal official definition. However, the author Castaño (2013, p. 97) states that an internet meme is a “a unit of information (idea, concept or belief), which replicates by passing on via the Internet (email, chat, forum, social networks, etc.) in the shape of a hyper-link, video, image, or phrase. It can be passed on as an exact copy or can change and evolve”.

2.5.2 | Meme marketing and luxury fashion brands

Memes have been increasingly used due to their ease of spreading over the internet through social media platforms. So far, brands have mostly used memes not only when they want to create content with a more humorous, metaphorical and sarcastic tone of voice in their communication, but also to appeal to younger audiences (Chuah et al., 2020). In March 2017, Gucci was pioneer when launching the first campaign with meme marketing to promote the new watch collection, being the first luxury brand to adopt this strategy (Heath, 2017).

Previous studies have already proven that the use of memes actually generates outcomes in terms of virality that is converted by the reach of that content and engagement (Heath, 2017). However, the use of meme marketing has to be well studied by marketers since it is necessary to certify the appropriateness and coherence between the brand identity and the humorous appeal of the memes. For this reason, brands need to know whether and when they should use memes, since these are the factors that determine the level of "coolness" if that use is well regarded and accepted by consumers (Chuah et al., 2020).

Nonetheless, there is still a lack of information about the use of memes as a marketing tool. Therefore, with the increasing use of both social media and meme marketing, this is an area of study of interest for brands and managers who want to explore the impact of this new instrument, such as the impressions and effects that memes trigger when used in a brand communication strategy (Chuah et al., 2020).

2.5.3 | Meme marketing and image specifications

The purpose of brands, on social networks, is to interact with consumers and keep them engaged. In this research, since online contents are being studied as a marketing strategy to attract consumers' attention, they must be analysed as advertising materials. To be effective, advertising must capture consumers' attention to initiate the purchase consideration process. This has been the challenge for companies. (Pieters et al., 2010).

Therefore, there are several factors, according to the authors, that should be taken into consideration such as visual complexity. Visual complexity is a characteristic of the ad image that includes feature complexity (which can be low, medium or high) and design complexity. The design complexity, in turn, includes other elements that must be analysed such as: quantity of objects (the more objects in the image, the higher the design complexity), irregularity of

objects (the higher the irregularity, the higher the design complexity), dissimilarity of objects (the higher the dissimilarity of objects, the higher the design complexity), detail of objects (the greater the detail of objects, the greater the design complexity), asymmetry of object arrangement (the greater the asymmetry, the greater the design complexity) and, finally, irregularity of object arrangement (the greater the irregularity, the greater the design complexity) (Pieters et al., 2010).

Another aspect that should be considered when analysing the image is the brand identification difficulty, which corresponds to the ease with which consumers can recognise the brand in the image (Pieters et al., 2010). Within the brand identification difficulty theme, there are dimensions that must be analysed, such as brand contrast (which corresponds to the contrast that the brands make with the other objects in the image, and that is, the greater the contrast, the easier it is to identify the brand), small relative brand size (which refers to the size of the objects in the image, that is, the greater the brand size, the easier it is to identify the brand) and brand masking (the more the brand is masked, the harder it is to be identified) (Pieters et al., 2010).

3 | Conceptual Model

The research method used in this dissertation – netnography – does not suggest the formulation of research hypothesis. Therefore, based on the literature review, it was developed the following conceptual model from which will derive prepositions that will be analysed (confirmed or denied) in the conclusions of this dissertation.

The perceived luxury value corresponds to the factors that influence the luxury perception and, consequently, the purchase intention for this type of goods (Vigneron & Johnson, 2004; Wiedmann et al., 2007, 2009; Berthon et al., 2009; Loureiro et al., 2020). Therefore, in this online research, the perceived luxury value depends on the dimensions that manifest themselves most: These dimensions are the ones with greater values related to brand coolness, consumer brand engagement and, also, the image specifications of internet memes about luxury brands and their products. Each one of these main themes includes dimensions which, depending on their relevance in the results presented in this netnography, will influence the perceived luxury value. In appendix D, E and F can be found the analysis items for each of these scopes.

Therefore, the model describes that the Energetic, High status, Original, Authentic, Aesthetically Appealing and Rebellious dimensions will influence the level of Brand coolness and, in turn, the perceived luxury value. Consequently, the same sequence of effects happens with the remaining dimensions of Consumer Brand Engagement and image specifications.

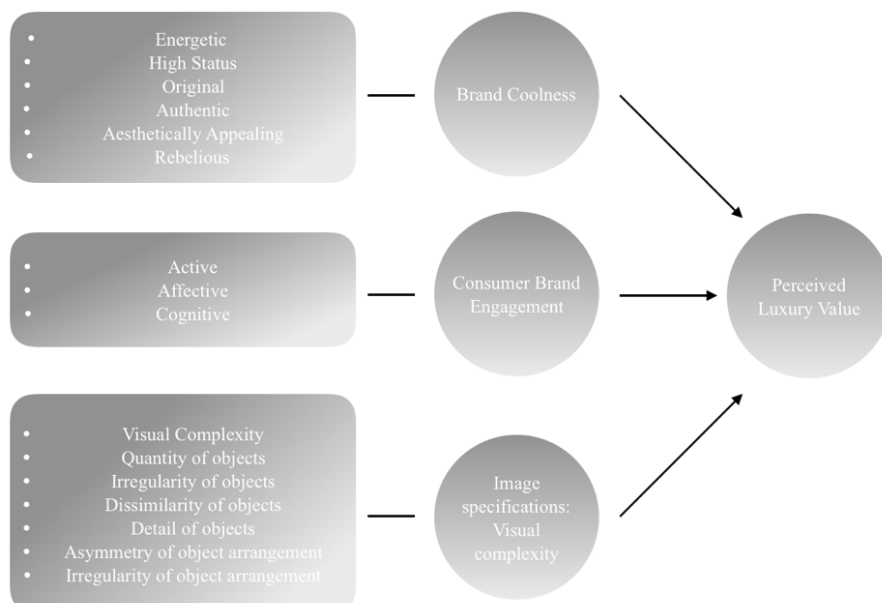


Figure 3 - Conceptual Model.

Source: Author's elaboration.

Based on the conceptual model described above, the following prepositions are made:

- Proposition 1: The memes of luxury fashion brands, regarding brand coolness, register more significant results in the aesthetically appealing and high status dimensions.

One of the characteristics of luxury fashion brands is to give special relevance to their aesthetics and design, as well as the high quality that is associated with their products (Bazi et al., 2020). For these reasons, it is proposed that these dimensions are the most relevant in this research when it comes to brand coolness.

- Proposition 2: In consumer brand engagement, the dimension that stands out the most is the affective one.

The purchase of luxury goods is associated with conspicuous consumption, that is, when consumers purchase a luxury product just for ostentation (Eckhardt, Belk, & Wilson, 2015). In addition, the purchase of this type of goods is very much about emotions, since each consumer has their own motivations to buy a luxury good, and these reasons may be the most varied (Loureiro et al., 2020). Therefore, it is proposed that the affective dimension is the one that has greater relevance in consumer brand engagement.

- Proposition 3: In image specifications, luxury fashion brands memes have a low visual complexity.

Special attention to the careful design of products is a defining factor of luxury brands (Bazi et al., 2020). Hence, it is proposed that this same philosophy is applied to the internet memes of these brands and that, consequently, the digital content have a clean visual identity too.

Due to the advances of online platforms and social media, these have become very important sources of information about consumers and their actions (Xharavina, Kapoulas, & Miaoulis, 2019). Therefore, netnography has been a model of data collection and analysis increasingly used in research. There are several authors who opt for this collection method, such as Parrott, Danbury, and Kanthavanich (2015), Xharavina, Kapoulas, and Miaoulis (2019).

4 | Methodology

Aspiring to associate for the first time the use of memes into the context luxury fashion brands, this study is expected to contribute to the theory of luxury fashion brands and also give some insights to professionals concerning how and if they should consider memes in the brand communication plans. So, this chapter will focus on explaining all the methods and tools used to achieve the proposed research objectives of the study.

According to Malhotra, Nunan, & Birks (2017), marketing research corresponds to the instrument that, through the designing of the information gathering methods, connects all the participants in the process, from the consumer to the marketer. The information is used to identify and define opportunities and problems, as well as to contribute to the decision-making process and implementation of solutions (Malhotra et al., 2017).

Hence, there are two natures of data that can be collected: primary data and secondary data. Primary data corresponds to the data collected by the researcher himself for the exact purpose of the study. On the other hand, secondary data, corresponds to data that already exists as a result of previous research and studies (Malhotra et al., 2017).

In this circumstance, since this master's thesis is a pioneer study, primary data will be mostly used. Nevertheless, there is secondary data that will also be used in further decisions. Thus, the primary data to be collected consists of a qualitative study. According to the authors Malhotra et al., (2017) and Creswell and Creswell (2018), qualitative research involves an exploratory analysis which aims to obtain results such as deep insights and understanding of individuals or groups. On the other hand, a quantitative research uses as methods techniques to test variables with the intention of quantifying and measuring statistical results. So, this master thesis will use a qualitative approach.

The main objective of this study is to analyse the use of meme marketing as a social media marketing strategy in the context of cool brands, consumer brand engagement in social media and design complexity. The purpose is to study how and if luxury brands can benefit from this new trend in online marketing. For this, in this master thesis it will be studied the impact of the use of meme marketing on the image and perception that consumers have of this type of brands, analysing what kind of perceptions and thoughts are triggered by the use of memes in the context of luxury brands.

Hence, to investigate this topic, a netnographic study will be carried out, since it is the most suitable method to explore this theme as it fulfils all the needs in the best possible way.

4.1 | Netnography

Since netnography comes from ethnography, it is important to distinguish the two notions. Ethnography is a study method focused on the observation of customs, habits, and behaviours among people in everyday situations. Consequently, netnography is an adaptation of this process for the online technological world, as it observes and analyses individuals' behaviour in a digital environment, where online interactions between people are not considered just as simple digital content, but as a reflection of their culture with expression of meaning (Malhotra et al., 2017, Kozinets, 2002, 2010). Robert V. Kozinets is known as the creator of netnography and as an expert in social media marketing research. As stated by Kozinets (2015, p. 16), netnography "uses social science methods to present a new approach to conducting ethical and thorough ethnographic research that combines archival and online communications work, participation and observation, with new forms of digital and network data collection, analysis and research representation."

The author proposed six steps, as in figure 4, to be followed in netnography (2010), which he later (2015) redefined and updated to twelve (See appendix A). However, for this thesis it makes more sense to use the simplified version with six steps proposed in 2010. Therefore, netnography follows the subsequent steps: research planning, entrée, data collection, interpretation, ensuring ethical standards and research representation (Kozinets, 2010).



Figure 4 - Six steps of a netnography.
Source: Author's elaboration.

Research Planning: Defining the research question and topics to investigate.

The aim of this study is to analyse internet memes concerning luxury brands according to different scopes – dimensions of consumer brand engagement in social media, aspects of design complexity in advertising, as well as the characteristic dimensions of brand coolness – in order to understand the connection between the typical properties of luxury brands and the traits of internet memes. Therefore, it is essential to understand how the dimensions of engagement,

brand coolness and design complexity in advertising are related to the creation and use of memes in luxury brand communication, so as to create appealing sensations, interactions and awareness. In this phase, there are helpful guidelines proposed by the author (Kozinets, 2015) to follow when defining the research question, and these can be accessed in the appendix B.

Entrée: Identifying the community.

According to the chosen theme for investigation, the universe of brands to be analysed focuses only on fashion luxury brands, such as Louis Vuitton, Gucci, Chanel and Prada. The number of brands to be analysed will depend on how often they are found in the various platforms, selected randomly, depending on their popularity within the universe of internet memes. However, in the subsequent analysis of the results, an assortment of a top 10 brands will be prepared to simplify the examination and organization of results. This selection of the 10 brands will be based on statistical information collected on the "Most Valuable Luxury Brands Worldwide 2020, by brand value" (Sabanoglu & Statista, 2021), as well as the "The 15 most popular luxury brands online in 2021" (Beauloye & Luxe Digital, 2021).

Data Collection: Defining the platforms where data will be collected and methods to gather information, and community observation

Preferably, internet memes will be collected from large platforms such as social media where people's interaction can be observed, such as: Instagram, Facebook, Twitter. Since this is a bold approach merging two, somewhat, contrasting themes - fashion luxury brands and internet memes - internet memes will also be collected from entertainment websites, meme-exclusive websites, Pinterest, online forums, among others. According to Kozinets (2015), there are several aspects to consider when choosing the platforms to be used as data sources (See appendix C). The information to be collected is divided into different groups, according to the dimensions to be analysed and studied, which are opportune and linked to the theme. Therefore, the material to be collected is related to:

- Consumer Brand Engagement in Social Media (Hollebeek, Glynn & Brodie, 2014)

Within the theme Consumer Brand Engagement in Social Media, a conceptualization was made where the authors defined three dimensions: Activation, Affective and Cognitive. Considering the meaning and specifications of each dimension, for this master's thesis, items

were developed for each of dimension to serve as analysis criteria adapted to internet memes. Therefore, for each dimension, the correspondent criteria can be seen in the appendix D.

- The Stopping Power of Advertising: Measures and Effects of Visual Complexity (Pieters, Wedel, & Batra, 2010)

Advertising is as successful as it can capture the attention of consumers in a positive way. "Where the eye stops, the sale begins" (Pieters et al., 2010). Therefore, since the viability of internet memes as a social media marketing tool in the communication of luxury brands is being analysed, it is important to examine their visual composition, their visual complexity and all the features related to it, as well as the impact that these configurations have on consumer perception. Therefore, the article's authors present a series of concepts to be evaluated when talking about visual complexity. For this analysis, complementary key criteria was added although it is not present in the article, such as the colours used, the background, type of typography and size of the text in the image. So, the aspects to be analysed in this subject correspond to the following ones in the appendix E.

- Brand Coolness (Warren, Batra, Loureiro, & Bagozzi, 2019)

According to a study by Loureiro et al (2020), luxury brand values are positively related to brand coolness, which in turn, influences desire. Therefore, it is invigorating to comprehend how brand coolness dimensions are related to internet memes about luxury brands. So, the dimensions of brand coolness proposed by the authors (2019) are: Extraordinary/Useful, High Status, Aesthetically Appealing, Rebellious, Original, Authentic, Subcultural, Popular, Iconic, Energetic. For the study at hand, analysis items were created for each of these dimensions adapted to the circumstances of a netnography on internet memes about luxury brands. Accordingly, in the appendix F, the dimensions with their respective analysis items to be used in this master thesis can be seen.

Since this is an exploration of the digital world and social networks, other criteria such as hashtags used in the publication of internet memes as well as the concepts used in the comments were added to the analysis principles since they also provide insights into the perception and interaction of internet users.

Interpretation: Understanding, analysing and interpreting data.

The memes to be analysed were collected during the period of October 2020 and January 2021. The software to be used to organize the database will be Excel. For deeper analysis, an excel add-in extension, XLSTAT, a program very similar to SPSS, will be used. In addition, a word cloud software – Voyant tools – will also be used to systematise information. Regarding data analysis, the examination will be made in three phases and the details of each phase are possible to be consulted in the appendix G.

Ensuring ethical standards: Ensuring data and analysis are ethically collected/made.

Since this study does not require direct observation of specific participants, the data collected on internet users' interactions with internet memes on social networks protects their identity, since the collected data are only those publicly visible on the internet and it does not refer demographic nor personal characteristics. In this wise, the whole analysis process is completely anonymous and ethically made.

Research presentation: Presenting the conclusions, results and findings.

In the next chapter, analysis of the results in the form of a master thesis will be done in the section that concerns the evaluation of results. At the end of the project, the conclusions, recommendations and limitations will also be presented.

5 | Results and Discussion

In this chapter, the collected data according to the defined methodology will be analysed and discussed right after the findings. Therefore, the analysis of the results will begin with an analysis of the general information, followed by the specific analysis and then comparisons. The theoretical contributions and practical implications will also be presented in this chapter.

5.1 | Analysis

5.1.1 | General/Overall analysis

The data for this research was collected during the period between October 2020 and January 2021. During this period, a total of 300 internet memes were collected from 11 different platforms: social networks such as Facebook, Instagram, Pinterest and Twitter, entertainment websites, image bank websites, internet memes websites, online blogs, online forums, online newspapers and also from the Gucci's own website. In this case, most of the data collected was from Instagram, counting with an absolute number of 147 memes (plus 6 from Gucci's Instagram). On this platform, the data was collected mainly from various entertainment pages about fashion, such as Diet Prada. The second most used type of platform for data collection were internet memes websites, as they offer a large sample of content from where a total of 63

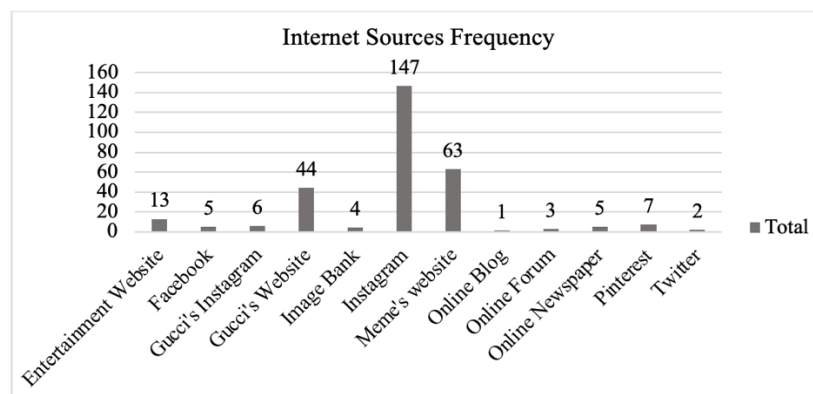


Figure 5 - Platforms used to collect internet memes.

Source: Author's elaboration.

memes were collected. Then, the official website of Gucci was also included in the list of data sources due to its relevance, since this brand had previously launched a campaign using internet memes, thus constituting an important and valuable source of information for this analysis. So, it was possible to collect a total of 44 memes very important for this study. Since this brand was the only luxury fashion brand that decided to be pioneer with the use of this strategy in its

social media, its official Instagram page was also considered and discriminated as a source of information, as shown in figure 5.

In the total sample of the 300 memes collected, there were situations in which there was a co-participation of more than one brand in the same meme. Therefore, counting the sum of the number of times each brand appears, it results in a total of 328, since in the same internet meme there can be more than one brand.

In the sample collected, a total of 50 brands were counted, which also includes the designers themselves when they use their designer's name as a brand for their collections. Out of the 50 brands, the 10 brands with the highest number of participations in the collected internet memes are, in a descending order and with the respective absolute value: Gucci (70), Balenciaga (28), Chanel (24), Louis Vuitton (22), Valentino (15), Dior (15), Yves Saint Laurent (13), Jacquemus (13), Raf Simons (8) and Comme des Garçons/Celine/Prada (7), as shown in appendix H.

5.1.2 | Specific Analysis

Consumer Brand Engagement in Social Media (Hollebeek, Glynn, & Brodie, 2014) – Activation dimension

Moving on into a more specific analysis regarding the Consumer Brand Engagement dimensions starting with the activation, this dimension corresponds to the effort and energy a person invests when interacting with a brand (Hollebeek et al., 2014), as in this case it can be as a form of a like and comments on the post.

When analysing the total number of likes on the collected posts, the top 10 brands slightly change. The brands Alexander McQueen, Balmain and Bottega Veneta do not make part of the top 10 brands with the most participations in the sample, but, nevertheless, they are part of the group of brands with the highest number of likes. This means that, generally, the brands that are most popular among the universe of the gathered internet memes may be the ones that internet users are most attracted to interact with online. However, there may be exceptions, as in the case with these three brands, which may have a stronger position in terms of online content that arouses more public interest. Therefore, according to what table 5 illustrates, Gucci maintains its prominent position in the first place, representing 20.86% of the total number of likes of the 50 brands, marking an immense difference comparing to the percentage of the second place - Givenchy (10.31%). According to Beauloye & Luxe Digital (2021) Gucci, Dior,

Prada, Balenciaga and Valentino are part of the list of most popular luxury brands online and that confirms their positions, as they have a higher number of likes compared to the other brands in the collected sample.

Table 5 - Number of likes.
Source: Author's elaboration.

BRANDS	NUMBER OF LIKES	% OF LIKES WITHIN THE TOTAL OF ALL BRANDS
Gucci	648468	20,86%
Givenchy	320443	10,31%
Balenciaga	287851	9,26%
Dior	266336	8,57%
Celine	245342	7,89%
Prada	227877	7,33%
Alexander McQueen	226517	7,29%
Balmain	219521	7,06%
Valentino	134869	4,34%
Bottega Veneta	133729	4,30%
All Other	398034	

When the analysis is made in terms of number of comments on the posts to understand which brands lead internet users to spend more time and effort interacting with the brand, the top 10 brands also present some differences. Although with a percentage relatively close to the first place (Givenchy - 11.49%), Gucci (12.48%) presents itself in second place in the list of brands with a higher number of comments on their posts. Although there are some variations in the hierarchical positions, the brands that have a higher number of likes are the same ones that have a higher number of comments, as shown in Table 5.1, confirming their positions in the top of most popular luxury brands online in 2021 (Beauloye & Luxe Digital, 2021).

Table 5.1 - Number of comments.
Source: Author's elaboration.

BRANDS	NUMBER OF COMMENTS	% OF COMMENTS WITHIN THE TOTAL OF ALL BRANDS
Givenchy	8770	14,49%
Gucci	7551	12,48%
Balenciaga	6781	11,20%
Dior	5362	8,86%
Celine	4774	7,89%
Bottega Veneta	4540	7,50%
Prada	4488	7,42%
Alexander McQueen	4483	7,41%
Balmain	4423	7,31%
Valentino	2251	3,72%
All Other	7102	

Therefore, in general, it is determined that most of the brands which register a higher number of participations in the collected sample are also those which, even in different positions, register a higher number of likes and comments. Therefore, these are the brands that invite internet users to interact with them the most. This may mean that these are the brands with which the public relates more because they are brands that have been in the market for a long time, constructing a consolidated presence.

In the comments of the luxury brands' memes under analysis, a review was made of the main concepts used by internet users in their interactions with the posts. Thus, the 10 most used concepts, as illustrated by the word cloud in appendix I, are the following: Mentions (when internet users identified other people they knew), smiling emojis, *lmao*, *fashion*, heart emojis, *yes*, *amazing*, *givenchy*, *balenciaga*, *genius*, followed by other concepts such as *love*, *accurate*. Therefore, it is possible to see that memes are contents that appeal to the amusing and humorous side of Internet users (Chuah et al., 2020), since the most common type of comments correspond to the use of smiling emojis, to the acronym *lmao* that represents slang language to convey a laugh, and, mainly, to mentions, whereby internet users want to share that amusement with other people ('Lmao', n.d.). Accordingly, contrary to what one might expect, the comments of these memes do not reflect the essence of luxury brands, that is, they do not reflect the sophistication or refinement of these brands and trigger comments with concepts that do not meet the philosophy of luxury brands. This was one of the aspects mentioned by the authors Okonkwo (2007), Chu et al (2013) and Park et al (2020) regarding the uncertain presence of luxury brands in social media since there is a likelihood of losing their natural characteristics or these not being perceived. In addition, two brand names can also be observed: Givenchy and Balenciaga. These brands occupy the first and third positions in the top brands with the most comments, and the second and third positions in the top brands with the most likes. Thus, these mentions in the comments only confirm their popularity among internet users. Furthermore, one of these brands – Balenciaga – also stands in the top of the most popular luxury brands online in 2021 (Beauloye & Luxe Digital, 2021).

Regarding the hashtags most used in memes, as illustrated in appendix J, the investigation shows that the 10 most popular are the following: *freddiemade*, *fashion*, *uncensoredVLogoSignature*, *meme*, *luxury*, *fashionassistants*, *stylingassistant*, *stylistassistant*, *fashionmeme*, *tfwgucci*, followed by other concepts such as Givenchy, LouisVuitton, Valentino, among others. These results, in opposition to what is observed in the most used concepts, show that the notions used in the hashtags are already more in line with the very definition of luxury brands and with the fashion world, since concepts such as *fashion*, *luxury*, *fashion meme* can already be found. In addition, there are hashtags of meme campaigns made by luxury brands as is the case of Valentino with the hashtag *UncensoredVLogoSignature* and Gucci with the hashtag *TFWGucci*. These two brands, once again, also emerge, although in different positions, in the top 10 brands with more likes and more comments, which proves their presence and

popularity on social networks, as well as in the top of most popular luxury fashion brands online (Beauloye & Luxe Digital, 2021).

Affective and Cognitive Dimensions

Combining the theory of consumer brand engagement in social media (Hollebeek et al., 2014) with the use of luxury fashion memes is a revolutionary study that combines two distinctive areas. Thus, regarding the analysis of the affective and cognitive dimension, several analysis items were developed for each dimension. Therefore, since the affective dimension concerns the level of positive affection within an interaction with the brand and the cognitive dimension is defined as the consideration of processing and elaboration also in a contact between the consumer and a brand (Hollebeek et al., 2014), the following topics were created to analyse each meme, as shown in table 5.2.

Table 5.2 - Engagement Dimensions and Items.

Source: Author's elaboration.

Dimension	Items	YES/ NO	TOTAL
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	217
		NO	111
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	61
		NO	106
	Passionate elements on the meme (hearts or sentences) appealing to emotions	YES	6
		NO	322
Cognitive dimension	Viewers expressing their pride on following the brand	YES	16
		NO	151
	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	60
		NO	107
	Comments on the post that show some willingness/excitement to know more about the brand	YES	60
		NO	107
	Comments asking /stating about the brand	YES	92
		NO	75
	If the meme makes viewers think about the brand products and its positives	YES	80
		NO	87
	% of people that like the meme and follow the brand page	%	3,7%

Hence, in each dimension it is possible to observe items that stand out more strongly. In the case of the affective dimension, it is possible to verify that the item that stands out most positively is "the use of funny and enjoyable elements on the meme remoting to happiness and fun", which proves, once again, the entertaining nature of memes as stated by the author Chuah

et al (2020). As it can be seen by the results, memes are not materials that have elements appealing to emotions and, perhaps because of that, they are not contents that make internet users want to express their emotions towards the brand or their pride in following the brand.

As far as the cognitive dimension is concerned, there is no item that stands out so strongly. However, it is possible to observe, once again, that internet memes, in their majority, do not encourage the audience to spend energy commenting that they like the meme, or even to express willingness/excitement to know more about the brand and also to think about the brand's products or its benefits. On the other hand, they encourage users to comment about brand in general, but not about the aspects mentioned above. It is also possible to see that the majority of people who like the post do not follow the brand's official page, which only happens in 3.7% of the people. This can be justified since the sample was collected mostly on pages dedicated only to meme content and not on the official pages of the brands.

Thus, the affective dimension has a "YES" balance of 30,30% in which the analysis items are verified, and 69,70% in which the items are not verified. In the cognitive dimension, the value of 43.71% for "YES" and 56.29% for "NO" in which the analysis criteria are not verified in the sample under analysis (See appendix K).

Exploring these dimensions in a deeper way, an analysis of all the brands was made (Appendix L and M). Consequently, it is possible to observe which brands register higher values in each dimension. In the affective dimension, the 10 brands with the highest values are Emilia Wickstead, Alexander Wang, Louboutin, Jimmy Choo, Thom Browne, Miu Miu, Hussein Chalayan, Ralph Lauren, Vetements, Moschino. Because these brands have a lower number of memes in the collected sample and because the percentages were calculated proportionally, these are the brands that present the highest values (Appendix L). Regarding the cognitive dimension, the 10 brands that present the highest values are: Thom Browne, Ugg, Michael Kors, Emporio Armani, Off-White, Chanel, Raf Simons, Gucci, Jacquemus, Givenchy (Appendix M).

Brand Coolness

When it comes to Brand Coolness dimensions (figure 3), in general, one dimension easily stands out: Subcultural (86%). This dimension is about an association with a group of people outside the conventional groups (Warren et al., 2019) and the extent which internet users feel

that a content is relatable and if they feel that they are part of the group referred in the meme. Therefore, criteria such as "reference about a cultural group", "the meme makes people who understand it different from others, has symbols from a group of people different from others" and "the meme is about "being part of a different subculture" are the ones with a higher relevance when analysing memes. This means that internet memes are matters with which internet users identify themselves, since they appeal to the sense of belonging to a group and a specific community. As luxury brands are niche brands and the subcultural dimension is associated with a group that is perceived as distinct (Warrent et al., 2019), the findings of this study are confirmed by previous theories.

The succeeding dimension, with a percentage of 63%, refers to the fact that the memes analysed are Authentic. This dimension is about being true to its essence (Warren et al., 2019), and so if memes make sense for the brand, if the brand does not try too hard to be cool or to be somethings it is not, and if the meme does not seem artificial. Therefore, the analysis reveals that this is also a very important dimension in memes, as subcultural dimension. Moreover, authenticity is a very important principle when it comes to luxury brands, especially in luxury fashion brands, not only regarding their internet memes but also concerning their products, as consumers seek to guarantee their authenticity, ensuring their unique and exclusive character (Arvidsson & Caliendo, 2015).

Making a top 3 most important dimensions, the next one is Original. This dimension concerns the propensity to be innovative and creative (Warren et al., 2019) and is therefore related with the possibility of the meme having a different structure from the usual one, the use of a different type of image besides the most used ones on the internet, a different type of humour (for instance, more sophisticated) and being an innovative and creative meme. Social media managers must work harder than ever to drive engagement on brand pages. Therefore, it is vital that they bring innovative concepts for the brand that generate interest among consumers (Bazi et al., 2020).

Therefore, these are the 3 dimensions of brand coolness which are more evident in the sample of memes. On the contrary, the dimensions of brand coolness which have the least significant percentage are: Aesthetically appealing, Extraordinary/Useful and Rebellious. This endorses that, unlike luxury brands, internet memes about luxury brands are not aesthetically appealing contents with an attractive design, with a clean high-quality image, nor with a useful and exceptional message. This information extracted from this study is new and cannot be seen

in prior studies, since this investigation is pioneer linking for the first time internet memes, luxury brands and brand coolness. However, previous studies prove that one of the reasons consumers interact with luxury brands online is the aesthetically appealing design of the products, and contents, which is not the case with luxury brand internet memes, contrary to what one would expect (Bazi et al., 2020). They are, in turn, casual contents aimed at leisure and humour (figure 5.1)

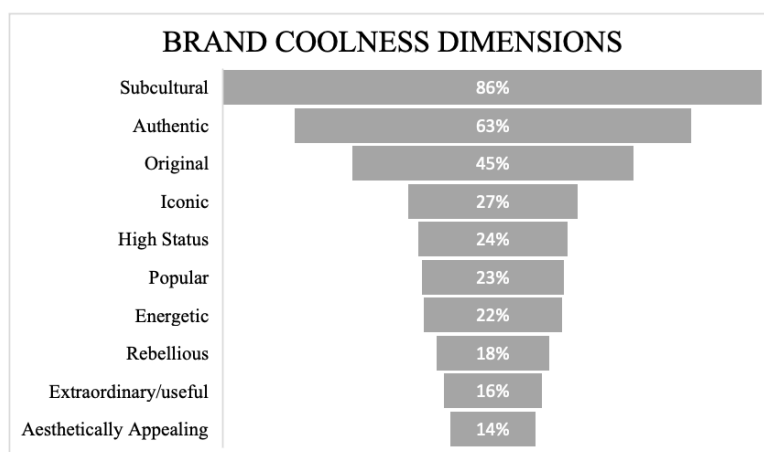


Figure 5.1 - Brand Coolness dimensions.

Source: Author's elaboration.

5.1.3 | Comparison analysis

Through a correspondence analysis, it is possible to have a more visual perception of the way each brand is related to the different dimensions of Brand Coolness. The following analysis is completely new and there are no prior studies introducing luxury fashion brands within the brand coolness dimensions. For this exploration, 10 brands were selected to make the graph more perceptible. This selection of the 10 brands corresponds to the most valuable luxury brands in the world in 2020 by brand value and also the most popular brands online in 2021. This top 10 brands was elaborated based on statistical information collected on the "Most Valuable Luxury Brands Worldwide 2020, by brand value" (Sabanoglu & Statista, 2021), as well as the "The 15 most popular luxury brands online in 2021" (Beauloye & Luxe Digital, 2021).

Through the figure 5.2, it is possible to draw some conclusions. In the upper left quadrant, it can be seen that the brand Gucci is the closest to the High Status dimension. This was a brand that successfully launched an internet meme campaign for the launch of a new watch collection. This may justify the close position to High Status in the graph, showing that the memes collected about this brand are more in line with the philosophy of luxury brands than other

brands. Still in the same quadrant, it is possible to group a larger set of brands: Tiffany & Co., Louis Vuitton, Chanel, Dior, Cartier.

These brands are grouped with the Original and Authentic dimensions, scoring better results than other brands in these dimensions. In the lower left quadrant, for the Subcultural and Energetic dimensions, it is possible to group Prada and Versace brands. In the upper right quadrant, as it was already seen, the aesthetically appealing dimension is not close to any brand, since it is not a dimension that fits into the very philosophy of internet memes. These, in their nature, do not use careful imagery or pay attention to thoughtful design (Wong & Holyoak, 2021). The same happens with the Iconic dimension, near the Aesthetically Appealing dimension, which is not close to any brand. This happens since there is no brand in which the respective memes stand out in such a strong way in the sense of being iconic, of having some

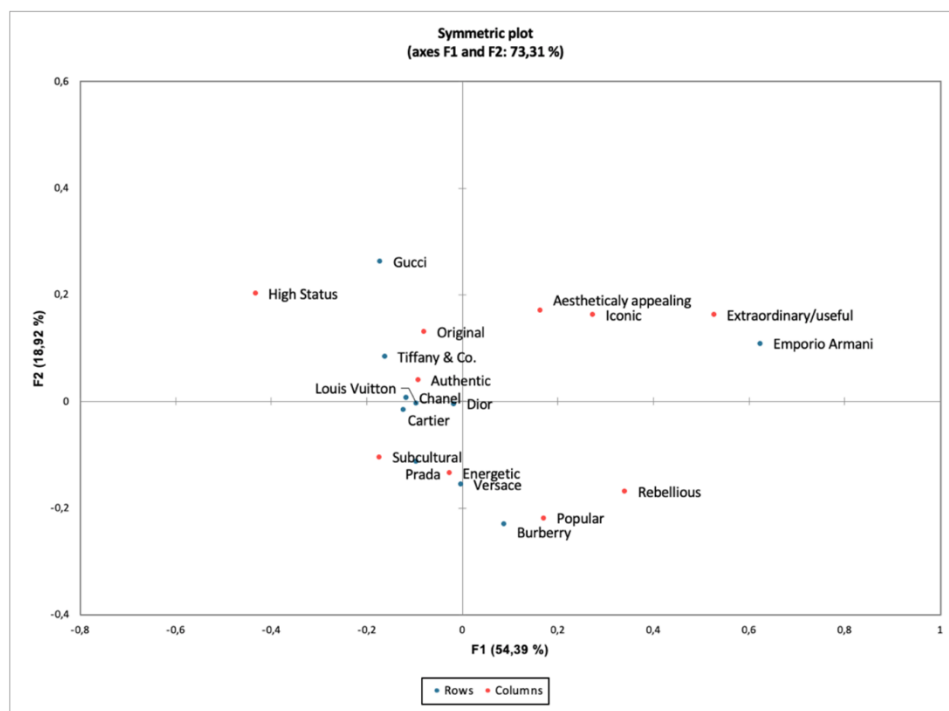


Figure 5.2 - Correspondence Analysis: Brands and Brand Coolness.

Source: Author's elaboration.

meaning or strong message for the viewers. Also in the upper right quadrant, the Emporio Armani brand relates to the Extraordinary/Useful dimension, which reveals an effort of this brand to have quality in its memes and transmit a useful and exceptional message. Finally, in the lower right quadrant, it is possible to group the Burberry brand with the Popular dimension. Although further away, it is also possible to relate the brand to the Rebellious dimension. This means that the memes of this brand are associated with the use of famous people in its images, and with the familiarity of these memes by a larger part of the internet audience.

5.1.4 | Measures and Effects of Visual Complexity

Since memes are being held as a social media marketing tool for brands, it is relevant to analyse them considering criteria used to evaluate brand advertising content. As such, given the impact that an image and its settings have on audience perception and attention grabbing (Pieters et al., 2010), the aesthetical aspects of memes will be explored. Therefore, based on article (Pieters et al., 2010), some criteria were taken as follows: Visual Complexity, Quantity of objects, Irregularity of objects, Dissimilarity of objects, Detail of objects, Asymmetry of object arrangement, Irregularity of object arrangement, Brand identification difficulty, Brand contrast, Relative Brand Size and Brand masking. Besides these concepts proposed by the author, other criteria were added such as: Typography, Text Size, Colours used in the image and Background.

Hence, in appendix N, it is possible to verify that 53.96% of the analysed memes have a high visual complexity and high quantity of objects. In relation to the objects present in the image, 68.29% of the memes have a high irregularity of objects, 79.57% have a high dissimilarity of objects and 95.73% have a high detail of objects. 66.46% of the analysed memes have a high asymmetry of object arrangement and 53.35% have a low irregularity of objects arrangement. After reviewing these results, it is determined that memes are not aesthetically harmonious images, since the arrangement of elements and objects in the images is disorganized and irregular. Furthermore, a pattern is clearly detected regarding the typography used in this type of contents: 85.98% of the internet memes use a simple typography, and 73.17% of the memes have a short text. Regarding brand identification difficulty, in general, it is possible to easily identify the brand in the memes (72.56%), which is proven with the results of 60.98% of brand contrast, which means that the brand stands out and contrasts with the other elements of the image, being easily identified. However, in the internet memes analysed, 62.80% of the time, the relative brand size is small, and 65.85% of the time the brand is masked,

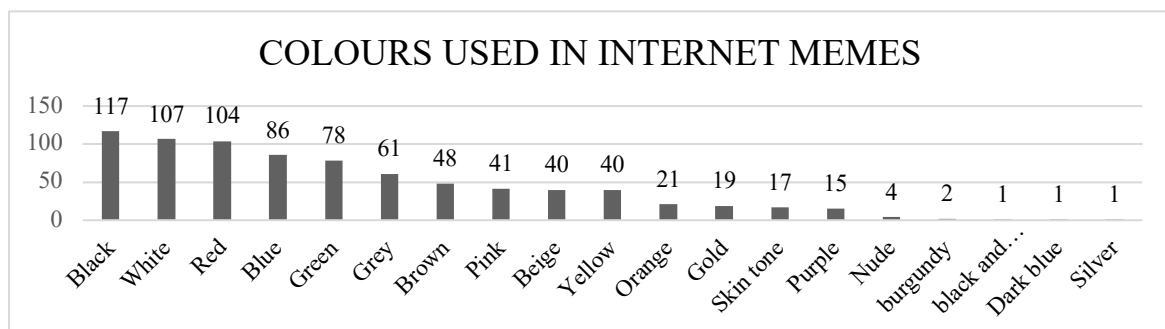


Figure 5.3 - Colours used.
Source: Author's elaboration.

since there are more elements in the meme and the brand is not isolated. This does not invalidate the fact that it is easily perceptible. From a marketing perspective, colours have very different meanings and convey the most varied messages (Singh, 2006). Therefore, they are also a very important aspect to analyse in internet memes as they are being analysed as social media marketing tools and their colours have an impact on the message received by internet users. In the sample selected, the five most common colours used in meme images were, with the corresponding absolute numbers: black (117), white (107), red (104), blue (86), green (61), as shown in figure 5.3.

5.1.5 | Crossing information

Some data crossings were made to understand the relationship between criteria used to analyse the collected memes. Since the relative brand size concerns the relative size of the brand in comparison with the other objects in the image and the background, it is interesting to relate it with brand masking, which corresponds to the way brands are isolated in the image or not, being more or less easy to identify. Thus, it is seen that most of the times (164), it happens that when the relative brand size is small, the brand is masked. On the other hand, when the relative brand size is large, the brand is not masked (70). Thus, it is concluded that, in most cases, in the collected internet memes, the brand is not in the foreground of the image, so in most observations it is masked, as stated in table 5.3.

Contingency table (Relative Brand Size \ Brand Masking):

Relative Brand	Masked	Not masked
Large	52	70
Small	164	42

When talking about brand identification difficulty, it is interesting to talk about brand contrast. The brand identification difficulty is, as the name says, about seeing if the brand is easy to identify or not. The brand contrast is about brands being difficult/easy to identify because they have low/high contrast with other objects or the background of the image (Pieters et al., 2010).

The results of this cross-check are curious: it can be observed that, in most cases (121), it is easy to identify the brand, even if brand contrast is low. This information may be contradictory, but it happens since there are many

Table 5.4 - Brand Identification Difficulty and Brand Contrast.

Source: Author's elaboration.

Contingency table (Brand Identification Difficulty \ Brand Contrast):

Brand Identifica	High	Low
Difficult	6	70
Easy	117	121
Medium	5	9

internet memes that have the brand identified in the text. In other words, although the brand contrast is low, the brand is easy to identify. On the other hand, the second scenario, with a very significant expression too (117), proves the premise that a brand with a high brand contrast has an easy brand identification. Finally, the last scenario worth mentioning is the opposite scenario, in which when the brand contrast is low, there is a difficult brand identification (70), as occurs in table 5.4.

Also, considering the cross tabulation regarding typography (complex, customised, simple) and text size (long, medium, short) in table 5.5, one can clearly observe what is the typical characteristic of an internet meme: short text with a simple typography (229 of the observations). There are also some cases in which the text is medium (37), but it is not as relevant as the previous reflection.

Table 5.5 - Typography and Text Size.

Source: Author's elaboration.

Results for the variables Typography and Long/Med/Short Text:

Contingency table (Typography \ Long/Med/Short Text):

Typograp hy \	Blank	Long	Medium	Short
Blank	34	0	0	1
Complex	0	0	0	1
Customise	0	0	1	9
Simple	3	13	37	229

Going deeper into the brand analysis in table 5.6, it can be observed that Gucci is the one that registers the highest values in all types of typography. In other words, it is the brand that, besides being the one that registers more occurrences in the sample of memes collected, is also the one that, even with a low value (4), risks and challenges the typical meme concept, using a customised (4) and complex (1) typography in addition to the simple (49).

Table 5.6 - Typography and Brands.

Source: Author's elaboration.

Contingency table (Typography \ Brand):

Typograp hy \ Brand	Alexande r McQueen	Alexande r Wang	Balenciag a	Balmain	Bottega Veneta	Burberry	Calvin Klein	Cartier	Celine	Chanel	Chloé	Coach	Comme des Garçons	Craig Green	Dior	Dolce & Gabbana	Emilia Wickstea d	Emporio Armani	Farfetch
Blank	0	0	2	0	2	1	0	0	0	0	0	0	0	0	1	0	2	0	0
Complex	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Customise	1	0	0	0	0	0	0	0	0	2	0	0	0	0	1	0	0	0	0
Simple	2	1	26	1	0	5	3	4	7	22	1	1	7	1	13	2	0	4	1

Typograp hy \ Brand	Fendi	Givenchy	Golden Goose	Gucci	Hussein Chalayan	Jacquem us	Jimmy Choo	Karl Lagerfeld	Louboutin	Louis Vuitton	Marc Jacobs	Matthew Williams	Michael Kors	Miu Miu	Moschino	Nike Air Jordan	Off- White	Prada	Raf Simons
Blank	0	3	0	16	0	1	0	0	0	1	1	1	0	0	1	0	0	0	1
Complex	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Customise	0	0	0	4	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Simple	5	2	1	49	1	12	6	2	3	20	5	0	2	2	4	2	2	7	7

Typograp hy \ Brand	Ralph Lauren	Rick Owens	Schia Parelli	Supreme	Thom Browne	Tiffany & Co.	Ugg	Valentino	Versace	Vetemen ts	Yeezy	Yves Saint Laurent
Blank	0	0	1	0	0	0	0	0	0	0	0	1
Complex	0	0	0	0	0	0	0	0	0	0	0	0
Customise	0	0	0	1	0	0	0	0	0	0	0	0
Simple	1	3	0	4	2	3	1	15	5	1	2	12

5.1.6 | Correspondence analysis

Correspondence analysis permit a visual notion of the relationship between the variables to be analysed, since they can be grouped. In these analyses, it was used the top 10 brands mentioned before to make the analysis more perceptible with a restricted selection of brands. Therefore, the following analyses were made:

Energetic, Detail of objects and Visual Complexity (Appendix O)

The Energetic dimension of Brand Coolness was crossed with the Detail of objects dimension of The Stopping Power of Advertising article, as well as Visual Complexity. Since the Energetic dimension is related to the use of different colours in the image, movement of elements, excitement and enthusiasm in activities or sports and, consequently, also a high visual complexity, it made sense to relate this dimension to the detail of objects and visual complexity. Thus, it is possible to observe in the upper left quadrant that the Low Visual Complexity dimension is not exactly close to any brand, although the brands Tiffany & Co, Gucci and Chanel can be found in that area of the graph. This shows, once again, as previously analysed, that memes are not an aesthetically appealing type of content, but rather something visually chaotic. Therefore, Low Visual Complexity is distanced from brands in this correspondence analysis. On the other hand, in the upper right quadrant, it is possible to observe the dimension Low Detail of Objects as an outlier in relation to the other variables in the graph, since in fact, in memes, objects always have great detail. Still in the same quadrant, it is possible to group the brands Dior and Emporio Armani together with the Energetic Dimension and High Quantity of Objects. This is justified with the fact that the criteria defined for a meme to be energetic, is to have a large amount of visual information, in this case, a large number of objects. However, although in the lower right quadrant, it is possible to observe very close to the Energetic dimension, the High Detail of Objects. This information makes sense, since the Energetic dimension is related with visual clutter and the existence of a high quantity of details and visual information in the image. Within this quadrant, it is possible to join the brands Burberry and Cartier which, then, are the brands that have a higher detail in the objects of the respective memes. Finally, in the lower left quadrant, there is a group of Prada and Louis Vuitton brands with the variable Low Quantity of Objects. Still in the same quadrant, even though close to these brands, it is possible to join, in another group, the brand Versace with the Medium Visual Complexity variable.

Affective, Cognitive and Subcultural (Appendix P)

Since the Subcultural dimension is concerned with the fact that Internet users identify themselves with meme content because it refers to a belonging group/different subculture and, consequently, makes viewers feel an emotional connection with the meme, it is important to relate this dimension to the Affective and Cognitive dimension. Therefore, analysing the graph, the following observations may be made: In the upper left quadrant, there are Emporio Armani, Cartier, as well as Prada. The Affective dimension is at the limit between the two upper quadrants, where on one side there are the brands already mentioned, and on the other, in the upper right quadrant, there is Tiffany & Co. In the lower right quadrant, there are Versace and Burberry, which are the brands more strongly related with the subcultural dimension. So, internet memes about these brands make more reference to fitting to a certain community. In this quadrant, it is also possible to refer Louis Vuitton and include it in this group, even though it is at the limit between the upper quadrants. Finally, in the lower left quadrant, it is possible to conclude that the brands that contain the cognitive dimension most present in their internet memes are Chanel, Gucci and Dior, meaning that these brands are the ones that require a higher effort when processing their characteristics, such as writing comments about the brand.

Popular, Brand Masking, Brand Identification Difficulty, Relative Brand Size and Brand Contrast (Appendix Q)

The variables Brand Identification Difficulty, Brand Masking and Brand Contrast are inevitably related to each other, which will be proven in the analysis of the figure. In addition, the Popular dimension of Brand Coolness is also attractive to relate with the others, since when a brand meme is popular online it is assumed that the brand is easily identified in the image. In the upper right quadrant, it is found the brand Gucci next to Difficult Brand Identification Difficulty, as well as Tiffany & Co. This argues that these brands, in their memes, do not make the brand identity very explicit.

On the other hand, in the upper right quadrant, Large Relative Brand Size is observed as well as High Brand Contrast. This indicates that the greater the Relative Brand Size, the greater the Brand Contrast. For these aspects, the brand that comes closest is Emporio Armani, which implies that it is one of the brands most easily identified in memes. Also in the same quadrant, Louis Vuitton is close to the variable Brand Masking. In the lower right quadrant, the brands Dior, Chanel, Prada and Burberry are observed next to the Popular and Easy Brand

Identification Difficulty dimensions. With this information, in conclusion, a brand has a higher probability of being popular in Internet memes if it can be easily identified, as is the case of these brands mentioned. Lastly, in the lower left quadrant the brands Cartier and Versace demonstrate to have a Low Brand Contrast and, consecutively, a Small Relative Brand Size, mainly the Versace brand.

Aesthetically Appealing and Visual Complexity (Figure 5.4)

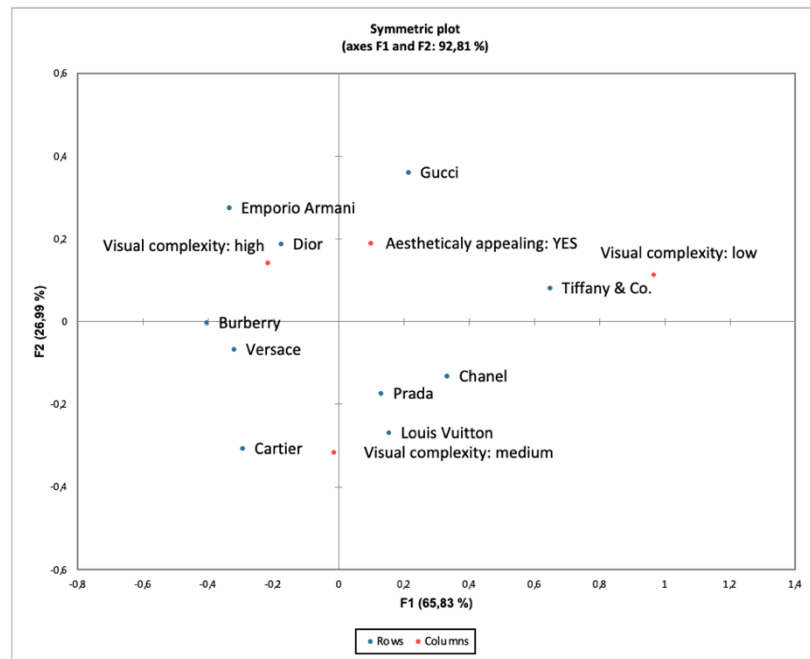


Figure 5.4 - Top 10 brands, Aesthetically Appealing and Visual Complexity.

Source: Author's elaboration.

The Aesthetically Appealing dimension is directly related with the Visual Complexity of an image. Therefore, it's important to understand which brands have a stronger correlation with the dimensions in question. In the upper right quadrant, the brands Dior and Emporio Armani are spotted next to High Visual Complexity. In figure 5.4, in the upper left quadrant, in fact, the Aesthetically Appealing dimension is in the same field of analysis as Low Visual Complexity. For these dimensions, the brands that come closest are Gucci and Tiffany & Co, with Gucci being the one nearest to Aesthetically Appealing. In the lower right quadrant, only the brands Chanel, Prada and Louis Vuitton are seen. However, almost at the limit between the two lower quadrants, it is found Medium Visual Complexity, which is between the brands Burberry, Versace and Cartier in the lower left quadrant. Thus, it can be concluded that these brands do not have a relevant relationship with the dimensions under analysis.

5.2 | Theoretical contributions

First, this study is pioneer in its field as this dissertation aimed to explore the use of internet memes by luxury fashion brands as a social media marketing strategy. Second, investigating in a deeper mode, this study was also original since it studied, for the first time, the relationship between internet memes about luxury brands and the dimensions of brand coolness, as well as the dimensions of customer brand engagement, and also visual aspects to consider in an advertisement. As there are more and more internet users who use internet for several purposes, namely entertainment, internet memes in entertainment pages have gained special relevance and audience. Consequently, social networks have become increasingly important and relevant for brands over the years, so this channel has started to be essential in marketing strategies. Therefore, this study is quite differentiated since it added to the marketing literature a new tool that brands can take into consideration - the use of internet memes - and brought to discussion current topics such as social networks, engagement and the notions of what makes a brand cool and appealing in the eyes of consumers. Essentially, this study also brought new notions about internet memes and their characteristics where there is still a great lack of information about this type of social media content and how it can be used by brands.

5.3 | Practical implications

Consequently, this study brought important insights for luxury fashion brands regarding their digital presence. As Gucci decided to initiate the use of internet memes in a digital campaign, it is interesting to analyse the content used in its campaign as well as similar content on digital platforms. Consequently, it is also important to understand the reactions and consumers' perception of this type of strategy to understand if it is viable or not. Having said that, luxury brands through this study start by having a clear perception about which brands are more popular among internet memes and analyse that information in terms of competitors and the brand itself. Moreover, brands have a better view of the most predominant dimensions of brand coolness when consumers come into contact with internet memes – Subcultural, Authentic and Original – understanding which dimension is more predominant and seeing if it makes sense according to their strategic alignment. In the same way, companies can understand, on social networks, which dimension of engagement is triggered when internet users interact with this type of content – Cognitive. Finally, since it is important to capture consumers' eyes attention (Pieters et al., 2010), companies must also analyse the aesthetics of the virtual materials they use to get the desired results and pay attention to every object details and specifications.

6 | Conclusions, limitations and recommendations

In this section, the conclusions of the study are presented, as well as the answer to the research question proposed in the introductory chapter. This section also confirms the propositions formulated in the segment that introduces the conceptual model. Research limitations are also presented, as well as the recommendations for future research on the studied theme.

6.1 | Conclusions

The aim of this study is to explore the use of internet memes in the communication of luxury fashion brands, in the light of the dimensions of brand coolness, consumer brand engagement and the effects of visual complexity in the image specifications. To this end, and in order to answer the research question formulated, in the introductory chapter several research objectives were proposed, which will be addressed in this section.

The first research objective relies on *to list the most common fashion luxury brands in the universe of online memes*. This research objective was concluded, once it was possible to find out the existence of 50 different brands in the collected sample. Within this number, the 10 brands that recorded the highest values and are therefore the most famous within the collected universe are: Gucci (70), Balenciaga (28), Chanel (24), Louis Vuitton (22), Valentino (15), Dior (15), Yves Saint Laurent (13), Jacquemus (13), Raf Simons (8) and Comme des Garçons/Celine/Prada (7), as shown in appendix H.

The second objective consists in *point out which are the most relevant brand coolness dimensions in internet memes and their meaning for luxury brands*. For this goal, it was possible to find out that, regarding the dimensions of brand coolness (figure 3), there is a dimension that clearly stood out - subcultural (86%). However, making a top 3 of the most relevant dimensions of brand coolness, the remaining two that stood out were Authentic (63%) and Original (45%). As previously stated, this study shows that internet memes are contents that make people feel they belong to a group and a community. So, previous researches confirm the findings of this study, since luxury brands are niche brands and the subcultural dimension is associated with a group that is perceived as distinct (Warrent et al., 2019). In addition, because they are brands whose products are exclusive, consumers seek their authenticity not only in the products but also in their contents in order to ensure their uniqueness and their true essence (Arvidsson & Caliandro, 2015). The third most relevant dimension concerning brand

coolness is Original, which means that these memes are characterized by their innovation and creativity (Warren et al., 2019), aspects that are quite essential in the strategies of social media managers in order to foster engagement on the brands' pages (Bazi et al., 2020). The fact that the Aesthetically Appealing dimension is not present in the three most relevant ones reinforces that unlike luxury brands, internet memes about luxury brands are not aesthetically appealing contents with an attractive design, with a clean high-quality image, nor with a useful and exceptional message, thus questioning its suitability for this type of brands.

- Thus, through the answer of the research question it is possible to **deny Proposition 1**, since it is not verified: *The memes of luxury fashion brands, regarding brand coolness, register more significant results in the aesthetically appealing and high-status dimensions.*

The third objective includes ***highlight the consumer brand engagement dimensions with greater importance in internet memes***. Here, in the active dimension, even though there may be some changes in the position of brands in the tables under analysis, it is possible to verify a pattern: the brands that have the highest number of likes are those that also have a higher number of comments, as illustrated in table 2. These are the brands considered most popular online in the top 10 of 2021 (Beauloye & Luxe Digital, 2021), as also, for the most part, the most popular in the sample collected for this study. Among the affective and cognitive dimension, it is possible to observe items that stand out more strongly. In the case of the affective dimension, it is possible to verify that the "the use of funny and enjoyable elements on the meme remoting to happiness and fun" is the one that stands out the most, stressing that internet memes are not materials that have elements appealing to emotions. When it comes to the cognitive dimension, is conceivable to detect that internet memes do not encourage the audience to share they like the meme, or even to express motivation to know more about the brand and also to think about the brand's products or its benefits. Overall, the dimension with the most significant percentage is cognitive dimension – 43.71% (See appendix K), contrary to what one might expect, since luxury fashion brands are very much related to the emotional sphere since they are directly linked to ostentatious consumption and not by requirement (Eckhardt, Belk, & Wilson, 2015).

- Hence, as the research question explains, Proposition 2: *In consumer brand engagement, the dimension that stands out the most is the affective one* is **denied** since it is not verified.

Lastly, “Analyse the measures and effects of visual complexity in the image specifications of internet memes and their compatibility with the essence of luxury fashion brands was the fourth research objective to be satisfied. After having analysed the various criteria – Visual Complexity, Quantity of objects, Irregularity of objects, Dissimilarity of objects, Detail of objects, Asymmetry of object arrangement, Irregularity of object arrangement, Brand identification difficulty, Brand contrast, Relative Brand Size and Brand masking (Pieters et al., 2010), etc. – it can be seen that internet memes are not aesthetically harmonious images, given the arrangement of elements and objects in the images used.

- Hence, Proposition 3: *In image specifications, luxury fashion brands memes have a low visual complexity*, is **denied**, since it did not corresponded to what was speculated.

Once answered the research objectives and denied the prepositions formulated based on the suitability of internet memes in the strategies of luxury fashion brands, there is sufficient knowledge to answer the main research question stated in the introduction. Therefore, for the research question "***Should luxury brands incorporate internet memes as a marketing tool in their social media strategy?***", the first answer would be "no", since the prepositions were formulated based on the existing literature about luxury brands' characteristics. However, taking into account that some brands have already elaborated campaigns based on this type of content and showed quite surprising and irreverent results, such as Gucci, it is still a tool that brands can consider. However, it must be something thought out in detail to meet the authenticity, essence and value of this type of brands.

6.2 | Limitations

Like any other research project, this dissertation also had its limitations.

First, in the total sample of the 300 memes collected, there were situations in which there was a co-participation of more than one brand in the same meme. Therefore, counting the sum of the number of times each brand appears, it results in a total of 328, since in the same internet meme there can be more than one brand.

The second limitation of the study occurs when collecting the percentage of people that like the meme post and also follow the luxury brand page. It happens that the majority of people who like the post do not follow the brand's official page, which only happens in 3.7% of the

people. This can be justified with the fact that the sample was collected mostly on pages dedicated only to meme content and not on the official pages of the brands.

The third limitation is about the number of internet memes for each brand. The brands collected in the sample do not have the same amount of internet memes. For this reason, when the analysis percentages are calculated as a proportion for each brand, there are results that can be somewhat unexpected. For instance, in the affective dimension, the 10 brands with the highest values are Emilia Wickstead, Alexander Wang, Louboutin, Jimmy Choo, Thom Browne, Miu Miu, Hussein Chalayan, Ralph Lauren, Vetements, Moschino. Because these brands have a lower number of memes in the collected sample and because the percentages were calculated proportionally, these are the brands that present higher values compared to other brands that have a higher number of internet memes collected (Appendix L and M).

6.3 | Recommendations for further research

As this dissertation is based on a netnography where online data was mainly collected about luxury brands and its contents, further investigation could approach a more demographic domain and study the profile of people who interact with this nature of contents about luxury brands. Hence, companies can gather more information about what kind of content they should produce according to the audience characteristics that interacts with it.

This study analysed aesthetic aspects regarding the visual complexity of internet memes and their effects. Taking into consideration that the form of communication is as important or even more than what brands communicate, it would also be interesting to examine the language style of memes, as well as its influence on the level of consumer brand engagement and brand coolness.

There are several types of humour: Comic wit, Sentimental humour, Satire, Sentimental comedy, Full comedy (Speck, 1991). Further research could also observe internet memes within the sphere of humour, and understand which type of humour will be the most suitable for this type of high end brands with such specific characteristics.

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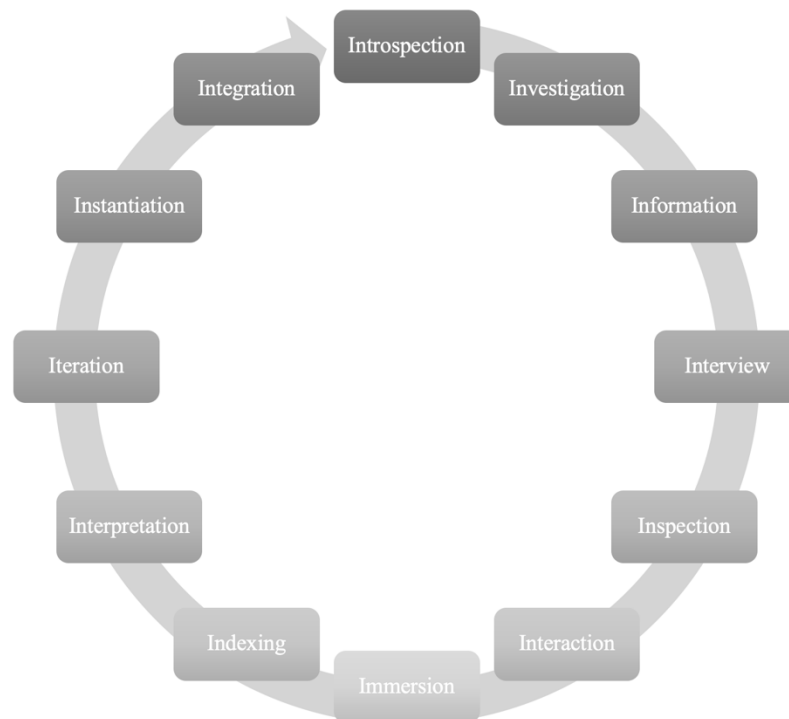
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Appendixes

Appendix A: The 12 phases of netnography (Kozinets, 2015).

Source: Adapted from Kozinets (2015).



Appendix B: Adaptation of the guidelines to define the research question (Kozinets, 2015).

Source: Adapted from Kozinets (2015).

1. Elaboration a single and generic question.
2. Guarantee that the question is compatible with the main purpose of netnography.
3. Formulate around five sub-questions derived from the main research question.
4. Use the 5 W's (where, how, who, what, why) to help in the process of elaboration, as well as the verbs "discover, understand, explore, describe, report".

Appendix C: Aspects to consider when choosing websites as data sources (Kozinets, 2015).

Source: Adapted from Kozinets (2015).

Criteria to consider when choosing a website as a data source:

1. The website needs to be relevant to the research question
2. The website needs to be active with new interactions
3. The website needs to be interactive within participants
4. The website needs to be substantial, having a strong dynamic
5. The website needs to be heterogeneous within the participants or consistency with a similar type of participants
6. The website needs to be rich in data, offering a considerable amount of data
7. The website needs to be experiential, providing a valuable experience

Appendix D: Consumer Brand Engagement dimensions and analysis criteria.

Source: Author's elaboration.

Activation dimension	Number of likes Number of comments
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments Passionate elements on the meme (hearts or sentences) appealing to emotions Viewers expressing their pride on following the brand
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...) Comments on the post that show some willingness/excitement to know more about the brand Comments asking/stating about the brand If the meme makes viewers think about the brand products and its positives % of people that like the meme and follow the brand page

Appendix E: Visual Complexity aspects to analyse.

Source: Author's elaboration.

Visual Complexity	Dissimilarity of objects	Irregularity of object arrangement	Typography	Brand contrast
Quantity of objects	Detail of objects	Colours used	Long/med/short text	Relative brand size
Irregularity of objects	Asymmetry of object arrangement	Background	Brand identification difficulty	Brand masked

Appendix F: Brand Coolness dimensions and analysis criteria.

Source: Author's elaboration.

Extraordinary/useful	High quality image production If the meme transmits a useful message If the meme is exceptional
High status	The absence of slang in the text Being a content created by the brand itself If it is a content from a luxury campaign The use of colors such as black, white and gold Glamorous, exclusive and sophisticated elements in the image The use of sophisticated and elegant models If the meme is clean and has an appealing aesthetic
Aesthetically appealing	High quality images and text Clean image, If the layout and design of the meme is "attractive" and has a nice appearance
Rebellious	The use of shocking or controversial images The use of a bold, daring and fearless caption not afraid to break rules
Original	A different meme structure from the usual one, The use of a different type of image besides the most used ones in the internet A different type of humor (eg more sophisticated, or more dark) If the meme is innovative and creative
Authentic	If the meme makes sense overall, When a brand/meme doesn't try too hard to be cool being loyal to its essence If the meme doesn't seem artificial If the brand/meme doesn't try to be something it's not
Subcultural	A meme with a reference about a cultural group (eg people who like sports, people who like high fashion, people who like luxury fashion brands) If it is a meme that makes people who understand it different from others, or has symbols from a group of people different from others If the meme is about "being part of a different subculture"
Popular	The use of celebrities, famous people, figures or famous cartoons know by a large amount of people The number of likes and if it is posted in a social media page If it's a meme/image appreciated by most people If it's a meme or image known by a large amount of people
Iconic	If there is a specific icon in the meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers) If the meme means something to people, If the meme transmits a strong message that has meaning to people If the meme is iconic
Energetic	The use of strong and different colours, Youthful humor, Active and movement elements in the image Exciting activities and extreme sports in the images Excitement and enthusiasm High visual complexity

Appendix G: Three phases of data analysis.

Source: Author's elaboration.

First, an analysis of general aspects will be made such as:

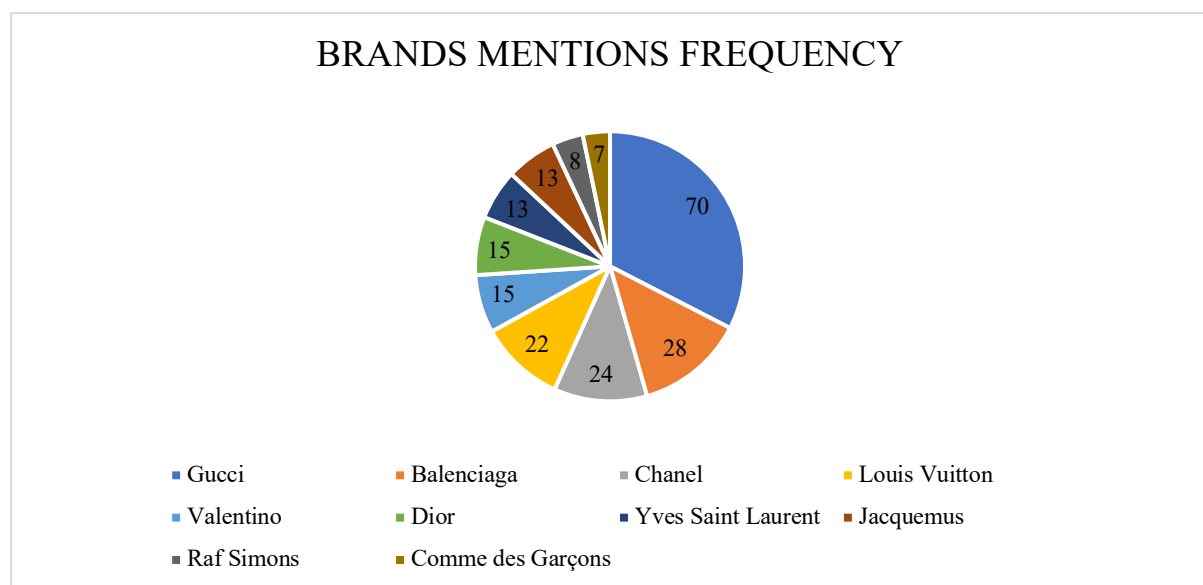
- Which platforms were used to collect data and the number of times they were used.
- How many and which brands are present in the memes collected.
- Which brands register the greatest number of likes and comments on their posts.
- What are the main concepts/hashtags being used in the comments/posts.
- Which dimensions and/or aesthetic aspects register, in general, the most important values in the three groups of analysis.

Then, a more specific analysis will be made by brands, where points such as the follows will be examined: which brands register higher values in the different groups of analysis.

Finally, comparisons and cross-references of dimensions will be made in order to understand possible associations within the different aspects that were analysed between memes.

Appendix H: Brand mentions frequency.

Source: Author's elaboration.



Appendix I: Word cloud – Most commented Appendix J: Most used hashtags.
concepts.

Source: Author’s elaboration.

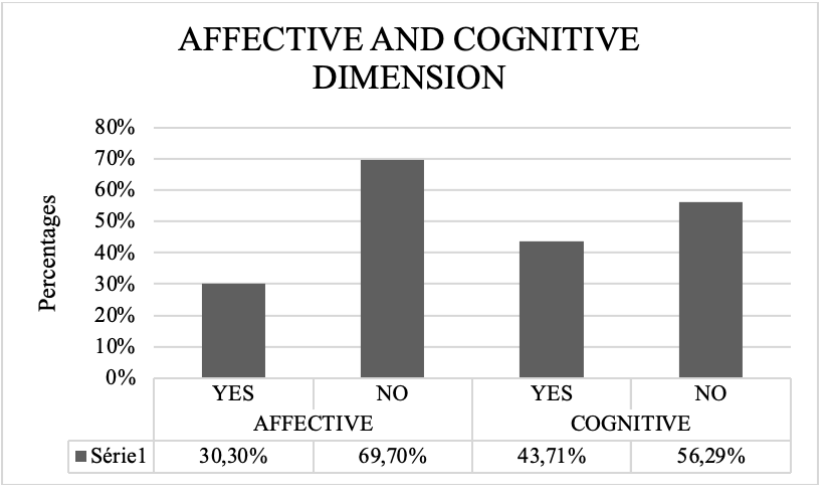


Source: Author’s elaboration.



Appendix K: Affective and Cognitive dimensions.

Source: Author’s elaboration.



Appendix L and M: Brands with higher values in Affective and Cognitive dimensions.

Source: Author's elaboration.

BRAND	Affective dim	Cognitive
Emilia Wickstead	75,00%	0,00%
Alexander Wang	75,00%	50,00%
Louboutin	66,67%	0,00%
Jimmy Choo	50,00%	0,00%
Thom Browne	50,00%	100,00%
Miu Miu	50,00%	0,00%
Hussein Chalayan	50,00%	0,00%
Ralph Lauren	50,00%	0,00%
Vetements	50,00%	50,00%
Moschino	42,86%	50,00%
Emporio Armani	42,86%	75,00%
Jacquemus	41,18%	56,25%
Cartier	40,00%	50,00%
Michael Kors	37,50%	87,50%
Dolce & Gabbana	37,50%	37,50%
Marc Jacobs	35,71%	50,00%
Balenciaga	34,88%	35,00%
Tiffany & Co.	33,33%	0,00%
Karl Lagerfeld	33,33%	50,00%
Gucci	32,39%	56,94%
Comme des Garçons	32,14%	46,43%
Prada	31,82%	43,75%
Fendi	31,25%	50,00%
Louis Vuitton	29,69%	30,00%
Yves Saint Laurent	28,57%	28,13%
Raf Simons	28,57%	58,33%
Burberry	27,78%	41,67%
Givenchy	27,78%	56,25%
Chanel	26,67%	58,33%
Versace	25,00%	33,33%
Calvin Klein	25,00%	16,67%
Ugg	25,00%	100,00%
Farfetch	25,00%	50,00%
Schia Parelli	25,00%	25,00%
Matthew Williams	25,00%	25,00%
Craig Green	25,00%	0,00%
Golden Goose	25,00%	25,00%
Chloé	25,00%	25,00%
Dior	23,08%	47,73%
Valentino	22,41%	33,93%
Celine	21,43%	32,14%
Supreme	18,75%	16,67%
Rick Owens	16,67%	41,67%
Alexander McQueen	16,67%	41,67%
Yeezy	16,67%	25,00%
Bottega Veneta	12,50%	37,50%
Off-White	12,50%	62,50%
Nike Air Jordan	0,00%	50,00%
Coach	0,00%	25,00%
Balmain	0,00%	50,00%

BRAND	Affective	Cognitive
Thom Browne	50,00%	100,00%
Ugg	25,00%	100,00%
Michael Kors	37,50%	87,50%
Emporio Armani	42,86%	75,00%
Off-White	12,50%	62,50%
Chanel	26,67%	58,33%
Raf Simons	28,57%	58,33%
Gucci	32,39%	56,94%
Jacquemus	41,18%	56,25%
Givenchy	27,78%	56,25%
Marc Jacobs	35,71%	50,00%
Moschino	42,86%	50,00%
Fendi	31,25%	50,00%
Cartier	40,00%	50,00%
Karl Lagerfeld	33,33%	50,00%
Nike Air Jordan	0,00%	50,00%
Balmain	0,00%	50,00%
Alexander Wang	75,00%	50,00%
Farfetch	25,00%	50,00%
Vetements	50,00%	50,00%
Dior	23,08%	47,73%
Comme des Garçons	32,14%	46,43%
Prada	31,82%	43,75%
Burberry	27,78%	41,67%
Rick Owens	16,67%	41,67%
Alexander McQueen	16,67%	41,67%
Bottega Veneta	12,50%	37,50%
Dolce & Gabbana	37,50%	37,50%
Balenciaga	34,88%	35,00%
Valentino	22,41%	33,93%
Versace	25,00%	33,33%
Celine	21,43%	32,14%
Louis Vuitton	29,69%	30,00%
Yves Saint Laurent	28,57%	28,13%
Yeezy	16,67%	25,00%
Coach	0,00%	25,00%
Schia Parelli	25,00%	25,00%
Matthew Williams	25,00%	25,00%
Golden Goose	25,00%	25,00%
Chloé	25,00%	25,00%
Supreme	18,75%	16,67%
Calvin Klein	25,00%	16,67%
Jimmy Choo	50,00%	0,00%
Tiffany & Co.	33,33%	0,00%
Louboutin	66,67%	0,00%
Emilia Wickstead	75,00%	0,00%
Miu Miu	50,00%	0,00%
Hussein Chalayan	50,00%	0,00%
Ralph Lauren	50,00%	0,00%
Craig Green	25,00%	0,00%

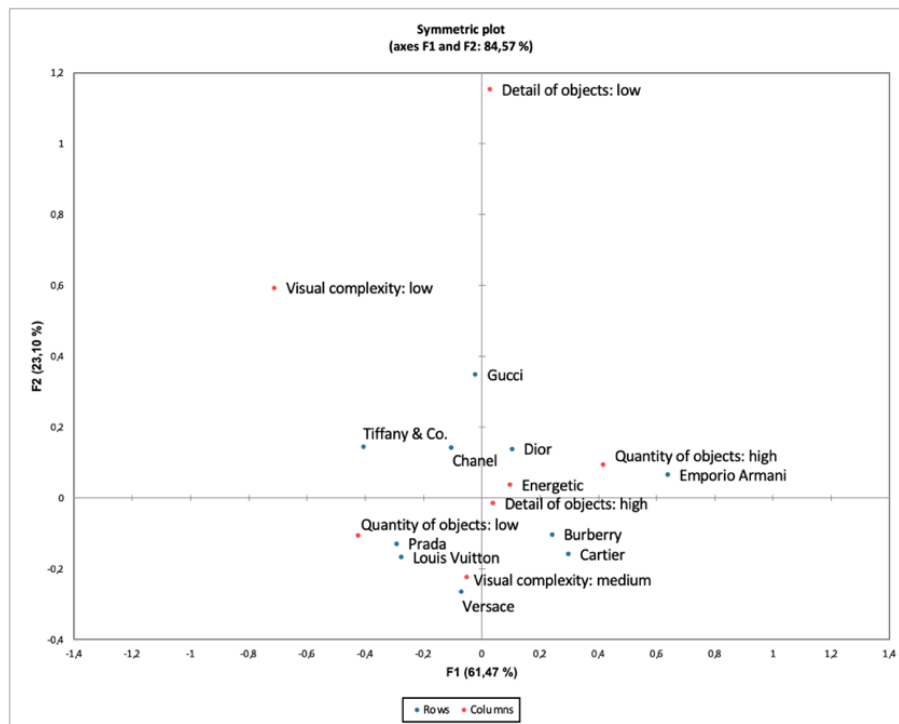
Appendix N: Advertising criteria.

Source: Author's elaboration.

ITEMS		TOTAL	%
Visual complexity	low	54	16,46%
	medium	97	29,57%
	high	177	53,96%
Quantity of objects	low	151	46,04%
	medium	0	0,00%
	high	177	53,96%
Irregularity of objects	low	104	31,71%
	medium	0	0,00%
	high	224	68,29%
Dissimilarity of objects	low	67	20,43%
	medium	0	0,00%
	high	261	79,57%
Detail of objects	low	14	4,27%
	medium	0	0,00%
	high	314	95,73%
Asymmetry of object arrangement	low	110	33,54%
	medium	0	0,00%
	high	218	66,46%
Irregularity of object arrangement	low	175	53,35%
	medium	0	0,00%
	high	153	46,65%
Typography	simple	282	85,98%
	complex	1	0,30%
	customised	10	3,05%
	Blank	35	10,67%
Long/Med/Short Text	Long	13	3,96%
	Medium	38	11,59%
	Short	240	73,17%
	Blank	37	11,28%
Brand Identification Difficulty	Easy	238	72,56%
	Medium	14	4,27%
	Difficult	76	23,17%
Brand Contrast	Low	200	60,98%
	High	128	39,02%
Relative Brand Size	Small	206	62,80%
	Large	122	37,20%
Brand Masking	Masked	216	65,85%
	Not masked	112	34,15%

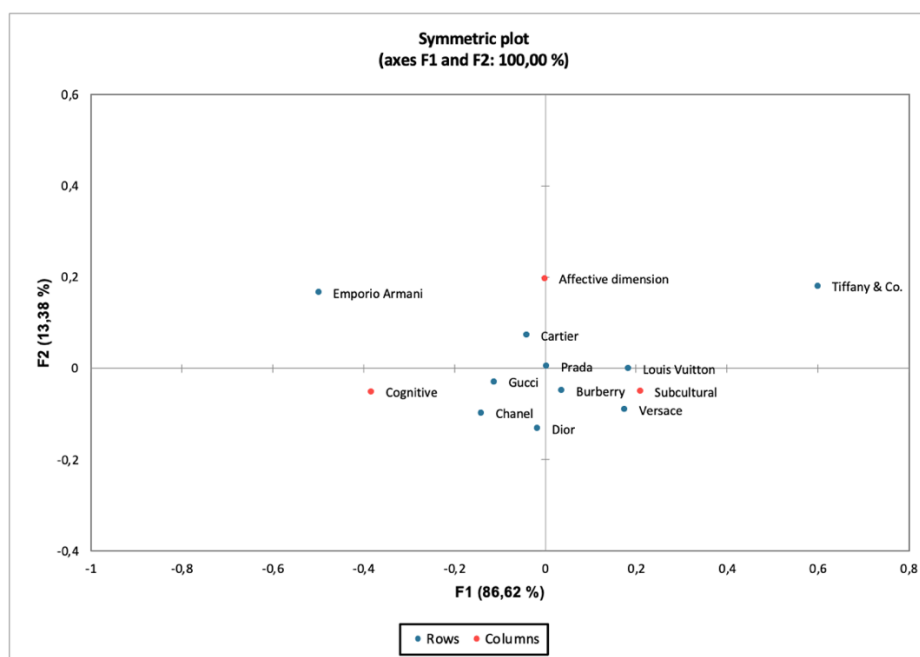
Appendix O: Top 10 brands, Energetic, Visual complexity, Detail and Quantity of Objects.

Source: Author's elaboration on XLSTAT.



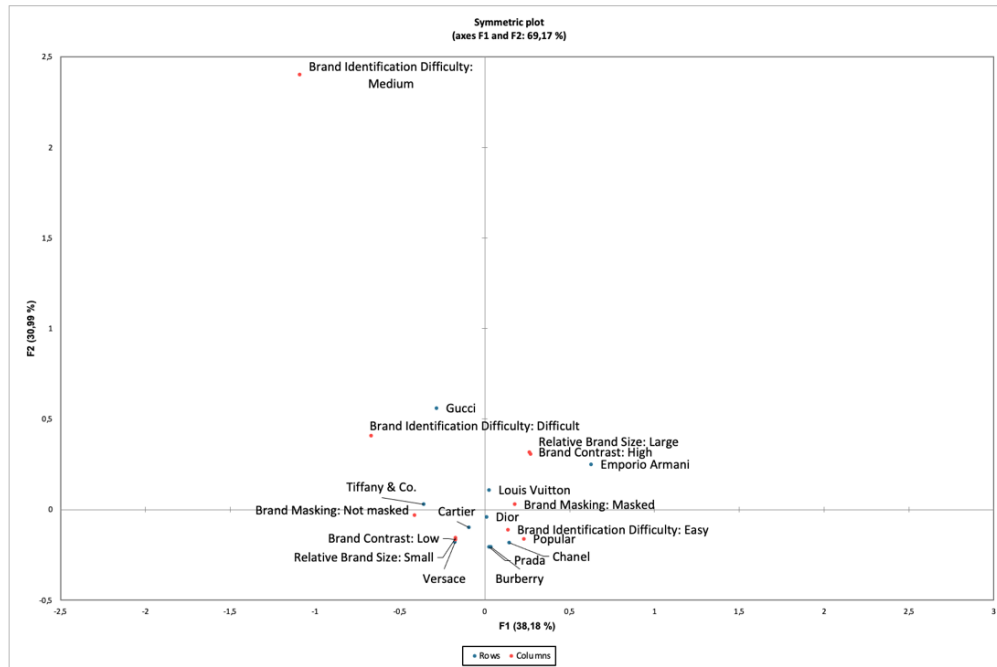
Appendix P: Top 10 brands, Affective, Cognitive and Subcultural dimension.

Source: Author's elaboration on XLSTAT.









Appendix Q: Top 10 brands, Brand Masking, Brand Identification Difficulty, Relative Brand Size and Brand Contrast.

Source: Author's elaboration on XLSTAT.



Netnography Appendix.



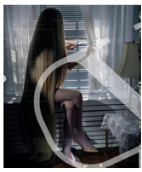



Attachment R: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

		<p>When he gets mad at you for being 3 hours late but you're too fire to deal with that kind of attitude</p> 	<p>TFW THAT ONE FRIEND THAT LOVES FASHION BUT SAYS MO-SEE-NO INSTEAD OF MOS-KEE-NO</p> 	<p>When the only face they'll be looking at all night is on your watch</p> 	<p>Valentino Starter Pack</p> 	<p>Me: "How do you know I'm a Leo?" Also me:</p> 	<p>When your Venus is in Taurus.</p> 
	Source	Gucci's Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	60661	346	273	1037	1409	1409
	Number of comments	696	19	12	6	26	26
	Concepts used	Gucci memes, smiling emojis, yes	Top, smiling emojis, fashion	Cool, supah fresh, fire emojis	Yes, damn right, not meme quality	Amazing, yes, loving this, fire emojis	Amazing, yes, loving this, fire emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	YES	YES	YES	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	YES	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	NO	YES	YES	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	YES	NO	NO	YES	NO	NO
	Comments asking /stating about the brand	YES	YES	NO	YES	NO	NO
	If the meme makes viewers think about the brand products and its positives	NO	YES	NO	YES	NO	NO
	% of people that like the meme and follow the brand page	0%	0%	0%	10%	0%	0%
	Hashtags	#TFWGucci	#chekinginvoices #moschino	#chekinginvoices #milan	#UncensoredV LogoSignature	#UncensoredV LogoSignature	#UncensoredV LogoSignature
	Visual complexity	High	Low	High	Low	High	High

	Quantity of objects	High	Low	High	Low	High	Low
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	Low	High	Low	High	High
	Asymmetry of object arrangement	High	High	High	Low	High	High
	Irregularity of object arrangement	High	High	High	Low	High	High
	Colours	Pink, purple, gold	Black, gold, nude	White, green, red	Nude, beige, brown	Green, black and white	Nude, black, gold
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Medium	Medium	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	High	High	High	High	High
	Relative Brand Size	Small	Large	Large	Small	Large	Large
	Brand Masking	Masked	Not masked	Not masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	NO	YES	YES	YES
	If the meme transmits a useful message	NO	YES	NO	NO	NO	NO
	If the meme is exceptional	YES	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	NO	YES	YES
	Being a content created by the brand itself	YES	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	NO	YES	YES	YES	YES
	The use of colors such as black, white and gold	YES	YES	YES	YES	YES	YES
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	YES	YES	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	YES	NO	YES
	High quality images and text	YES	NO	NO	YES	YES	YES
	“Clean” image/Picture	NO	NO	NO	YES	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	YES	NO	YES
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	NO	YES	NO	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	NO	NO
	If the meme doesn't seem artificial	NO	YES	YES	YES	NO	NO
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media	YES	NO	NO	YES	YES	YES
	If it's a meme/image appreciated by most people on the internet	YES	NO	YES	YES	YES	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	YES	YES	YES	YES	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	NO	NO	NO
Energetic	The use of strong and different colours	YES	NO	YES	NO	NO	NO
	Youthful humor	NO	NO	NO	YES	YES	YES
	Active and movement elements in the image	NO	NO	NO	NO	YES	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	YES	NO
	Excitement and enthusiasm	YES	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	NO	YES	YES

Attachment S: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Gucci's Website	Gucci's Website
Activation dimension	Number of likes	2872	920	920	42657		
	Number of comments	86	9	9	2195	26	26
	Concepts used	Sad, unfortunate, lmao, not good	Gemini here, yes, culture	Gemini here, yes, culture	Cop, drop, ugly, fashion		
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	YES	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	YES		
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO		
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	YES		
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO		
	Comments asking /stating about the brand	YES	NO	NO	YES		
	If the meme makes viewers think about the brand products and its positives	NO	YES	YES	YES		
	% of people that like the meme and follow the brand page	0%	0%	0%	20%		
	Hashtags		#Uncensored VLogoSignature	#Uncensored VLogoSignature	#givenchy #fashion #luxury, etc		
	Visual complexity	High	High	High	High	High	Low

	Quantity of objects	High	High	High	High	High	Low
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	Low
	Irregularity of object arrangement	High	High	High	Low	High	Low
	Colours	Red, purple, brown	Black, white, grey	Black, white, grey	Grey, beige	Gold, brown, grey	Pink, white, green
	Background	White	White	White	Picture	Picture	White
	Typography	Simple	Simple	Simple		Customised	Simple
	Long/Med/Short Text	Short	Short	Short		Short	Medium
	Brand Identification Difficulty	Easy	Easy	Easy	Difficult	Easy	Medium
	Brand Contrast	Low	High	High	Low	High	Low
	Relative Brand Size	Small	Large	Large	Small	Small	Small
	Brand Masking	Not masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	YES	YES	NO	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	YES
High Status	The absence of slang in the text	YES	NO	NO	YES	YES	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	YES	YES	NO	YES	YES
	The use of colors such as black, white and gold	NO	YES	YES	NO	YES	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	YES	NO
	The use of sophisticated and elegant models	NO	YES	YES	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	YES	YES	NO	NO	YES
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	NO	NO	NO	NO	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	YES	NO
	If the meme doesn't seem artificial	NO	NO	NO	YES	YES	NO
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	YES	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	NO	NO
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	YES	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	YES		
	If it's a meme/image appreciated by most people on the internet	YES	YES	YES	YES	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	YES	YES	YES	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	YES
	Youthful humor	NO	YES	YES	NO	NO	YES
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment T: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	Low	High	High	High	High
	Quantity of objects	High	Low	Low	High	High	Low
	Irregularity of objects	High	Low	High	High	High	High
	Dissimilarity of objects	High	Low	High	High	High	High

	Detail of objects	High	High	High	High	High	Low
	Asymmetry of object arrangement	High	Low	High	High	High	Low
	Irregularity of object arrangement	High	Low	High	High	High	Low
	Colours	Red, pink, black, grey, yellow	Pink, red, green, yellow	Green, black	Black, white, green	Beige, grey, blue	Nude, black, gold
	Background	White	White	White	White	White	White
	Typography	Simple	Simple				
	Long/Med/Short Text	Medium	Short				
	Brand Identification Difficulty	Medium	Difficult	Difficult	Difficult	Difficult	Difficult
	Brand Contrast	High	High	Low	Low	Low	Low
	Relative Brand Size	Large	Large	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	YES	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	YES	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES

Authentic	If the meme makes sense overall	YES	YES	NO	NO	NO	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	NO	NO	NO	NO
	When the meme is about "being part of a different subculture"	YES	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	YES	YES	NO	NO	NO	NO
	Youthful humor	YES	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	YES	YES	YES







Attachment U: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Instagram
Activation dimension	Number of likes						204516
	Number of comments						1046
	Concepts used						Nice, cool, beautiful
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	NO	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						YES
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						YES
	Comments on the post that show some willingness/excitement to know more about the brand						YES
	Comments asking /stating about the brand						YES
	If the meme makes viewers think about the brand products and its positives						NO
	% of people that like the meme and follow the brand page						0%
	Hashtags						#LeMarchédes Merveilles #Gucci
	Visual complexity	High	High	High	Low	Low	High
	Quantity of objects	High	High	High	Low	Low	High

	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	Low	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	High	Low	High
	Irregularity of object arrangement	High	High	High	High	High	High
	Colours	Beige, brown, red	Pink, red, grey	Grey, red, brown	Brown, blue, green, red	Blue, grey, green, yellow, pink	Red, green, black
	Background	White	White	White	White	White	Picture
	Typography						Customised
	Long/Med/Short Text						Short
	Brand Identification Difficulty	Difficult	Difficult	Medium	Difficult	Difficult	Easy
	Brand Contrast	Low	Low	Low	Low	Low	High
	Relative Brand Size	Small	Small	Small	Small	Small	Large
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	YES
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	YES	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	YES
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES
Authentic	If the meme makes sense overall	NO	NO	NO	NO	NO	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						YES
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	YES	NO	NO	NO	YES
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES

Attachment V: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						#LeMarchédes Merveilles #Gucci
	Visual complexity	High	High	High	High	High	High
	Quantity of objects	High	High	High	High	High	High

	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	High
	Irregularity of object arrangement	High	High	High	High	High	High
	Colours	Red, green, black	Green, red, white	Orange, grey, green, red	Blue, brown, white	Orange, pink, red, green	Orange, red, green
	Background	Picture	White	Picture	Picture	Picture	Picture
	Typography	Customised	Simple				
	Long/Med/Short Text	Short	Short				Short
	Brand Identification Difficulty	Easy	Difficult	Difficult	Difficult	Difficult	Difficult
	Brand Contrast	High	Low	High	High	High	High
	Relative Brand Size	Large	Small	Large	Large	Large	Large
	Brand Masking	Not masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES

	Innovative and creative meme	YES	YES	YES	YES	YES	YES
	If the meme makes sense overall	YES	YES	NO	NO	NO	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
	The use of strong and different colours	NO	NO	YES	YES	YES	YES
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment X: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Gucci's Instagram	Gucci's Website	Gucci's Website	Instagram	Gucci's Instagram	Gucci's Website
Activation dimension	Number of likes	57346			3520	49306	
	Number of comments	779			51	499	
	Concepts used	Genius, amazing, perfect			Beauty, very cool, agree, well said	Smiling emojis, Gucci memes, yes	
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	NO	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES			NO	YES	
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	YES			NO	YES	
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES			NO	YES	
	Comments on the post that show some willingness/excitement to know more about the brand	NO			NO	NO	
	Comments asking /stating about the brand	YES			NO	YES	
	If the meme makes viewers think about the brand products and its positives	NO			NO	NO	
	% of people that like the meme and follow the brand page	10%			10%	10%	
	Hashtags	#TFWGucci				#TFWGucci	
	Visual complexity	High	High	High	High	High	High
	Quantity of objects	High	High	High	High	High	High
	Irregularity of objects	High	High	High	High	High	High

	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	High
	Irregularity of object arrangement	High	High	Low	High	High	Low
	Colours	Pink, green	Yellow, blue, red	Red, green	Red, skin tone	Green, white	Black, brown, red, green
	Background	White	White	Picture	Picture	White	Picture
	Typography	Simple	Simple	Simple	Complex	Simple	
	Long/Med/Short Text	Medium	Medium	Short	Short	Short	
	Brand Identification Difficulty	Difficult	Difficult	Easy	Difficult	Difficult	Difficult
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	YES	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	NO	YES	YES	YES	YES
	Being a content created by the brand itself	YES	YES	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	YES	NO
Original	A different meme structure from the usual one	NO	NO	NO	YES	NO	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES

Authentic	If the meme makes sense overall	YES	YES	YES	NO	YES	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	NO	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	NO	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	NO	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	NO	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media	YES			NO	YES	
	If it's a meme/image appreciated by most people on the internet	YES	NO	NO	YES	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	YES	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	YES	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	YES	NO	YES	YES	YES	YES
	Youthful humor	YES	YES	NO	NO	NO	NO
	Active and movement elements in the image	YES	YES	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	YES	YES	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES




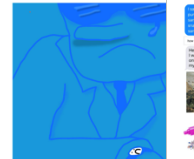


Attachment Y: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

		<p>When you weren't born with the good looks so you make up for it with your personality and fashion sense</p> 	<p>When you forget your Gucci wrist wear</p> 		 <p>IT'S ABOUT TIME</p>	 <p>TIME FLIES</p>	<p>I'll have what he's having</p> 
	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	NO	NO	NO	NO	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	Low	Low	Low	Low	High
	Quantity of objects	Low	Low	Low	Low	Low	High
	Irregularity of objects	High	High	High	Low	Low	High
	Dissimilarity of objects	Low	Low	Low	Low	Low	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	High	High	Low	Low	High
	Irregularity of object arrangement	Low	Low	Low	Low	Low	Low
	Colours	Brown, green, red	Skin tone, white, beige	Skin tone, red, green	Grey	Grey	Gold, red, green
	Background	White	White	Picture	Grey	Grey	White
	Typography	Simple	Simple	Customised	Simple	Simple	Simple
	Long/Med/Short Text	Medium	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Medium	Easy	Medium	Medium	Medium	Medium
	Brand Contrast	High	Low	High	High	High	Low
	Relative Brand Size	Large	Small	Large	Large	Large	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	YES
High Status	The absence of slang in the text	YES	NO	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	NO	NO	NO	YES	YES	YES
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	YES	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	YES	YES	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	YES	YES	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	YES	YES	YES	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	YES	YES	NO
	Innovative and creative meme	NO	NO	NO	YES	YES	YES

Authentic	If the meme makes sense overall	YES	NO	NO	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	YES	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	YES
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	NO	NO	NO	YES

Attachment Z: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

		<p>A relationship like this ❤️❤️</p> 	<p>When the whole squad is lit</p> 	<p>When your girl doesn't notice your new watch</p> 	<p>When she asks u what time it is u wanna flex so u let her see for</p> 	<p>The "GUCCI" Starter Pack</p> 	<p>Please follow the movement on the watch around my neck... left... right left... right... You're now in 1985</p> 
	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	YES	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	Medium	Medium	Low	High	Medium
	Quantity of objects	Low	Low	High	Low	High	High
	Irregularity of objects	High	Low	High	High	Low	High
	Dissimilarity of objects	High	Low	High	High	High	High

	Detail of objects	High	High	High	Low	High	High
	Asymmetry of object arrangement	High	Low	High	High	Low	High
	Irregularity of object arrangement	High	Low	High	High	Low	High
	Colours	Yellow, gold, black, grey, red	Yellow, gold, black, green	Yellow, blue, green	Blue	Blue, green, red, pink	Green, red, black
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Medium
	Brand Identification Difficulty	Easy	Difficult	Difficult	Difficult	Easy	Difficult
	Brand Contrast	High	Low	Low	Low	High	High
	Relative Brand Size	Small	Small	Small	Small	Large	Large
	Brand Masking	Masked	Masked	Masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	YES	YES	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	YES	NO	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	YES	YES	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	YES	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	YES	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	NO	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	YES	NO

	Innovative and creative meme	YES	YES	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	NO	YES	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	NO	NO	YES
	If the meme doesn't seem artificial	YES	YES	YES	NO	NO	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	NO	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	NO	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	NO	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	YES	NO	YES	YES	NO
	Youthful humor	YES	YES	NO	YES	YES	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	NO	YES	YES







Attachment AA: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Gucci's Website	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes		3042	2278	2718	3429	6140
	Number of comments		51	38	49	67	25
	Concepts used		Wait what, what, true	Bad meme, not funny, lion	No sense, lol	Love, nice, trash	Fish hat, good
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	NO	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments		NO	NO	YES	YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand		NO	NO	NO	YES	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)		NO	NO	YES	YES	NO
	Comments on the post that show some willingness/excitement to know more about the brand		NO	NO	NO	YES	NO
	Comments asking /stating about the brand		YES	NO	NO	YES	NO
	If the meme makes viewers think about the brand products and its positives		NO	NO	NO	YES	NO
	% of people that like the meme and follow the brand page		10%	10%	10%	0%	0%
	Hashtags		#UncensoredVLogoSignature	#UncensoredVLogoSignature	#UncensoredVLogoSignature	#UncensoredVLogoSignature	
	Visual complexity	High	High	High	High	High	High
	Quantity of objects	Low	High	High	Low	High	High

	Irregularity of objects	Low	Low	High	High	High	Low
	Dissimilarity of objects	High	Low	High	High	High	Low
	Detail of objects	High	High	High	High	High	Low
	Asymmetry of object arrangement	Low	Low	High	High	High	High
	Irregularity of object arrangement	Low	Low	High	High	High	Low
	Colours	Purple, green, red	Red, white, black	Green, black, white	Red, black, white	Red, blue, black, gold	Yellow, black, blue, skin tone
	Background	White	White	White	White	Picture	Black
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Medium	Short	Short	Short	Short
	Brand Identification Difficulty	Difficult	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	High	High	High	High	Low
	Relative Brand Size	Small	Large	Large	Large	Small	Small
	Brand Masking	Masked	Not masked	Not masked	Not masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	YES	YES	YES	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	NO	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	NO
	The use of colors such as black, white and gold	YES	NO	YES	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	YES	NO	NO
	The use of sophisticated and elegant models	NO	YES	YES	YES	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	YES	NO	NO	NO	NO
	High quality images and text	NO	YES	YES	YES	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	YES	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	YES	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	NO

	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	NO	NO	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	NO	NO	YES
	If the meme doesn't seem artificial	YES	NO	NO	NO	NO	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	NO	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	NO	NO	NO	NO	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	NO	NO	YES	YES
	When the meme is about "being part of a different subculture"	YES	NO	NO	NO	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media		NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	YES	NO	YES	YES	NO
	Youthful humor	YES	YES	NO	YES	YES	YES
	Active and movement elements in the image	NO	NO	NO	YES	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	YES	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment AB: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	6412	7090	6980	6396	5906	3745
	Number of comments	47	49	38	67	150	9
	Concepts used	No cap, meme	Prada, me	Funny, fashion	Incel, funny, lmao	Blake, accurate	Michelin man
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	YES	NO	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	YES	NO	YES	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	YES	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	YES	YES	YES	NO
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO	NO	NO	NO
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags						
	Visual complexity	Low	Low	Medium	High	High	High
	Quantity of objects	Low	Low	High	Low	High	Low
	Irregularity of objects	High	High	High	Low	High	Low
	Dissimilarity of objects	Low	High	High	High	High	Low
	Detail of objects	Low	High	High	High	High	High

	Asymmetry of object arrangement	High	High	Low	Low	High	Low
	Irregularity of object arrangement	Low	Low	Low	Low	High	Low
	Colours	Black, white	Purple, yellow, white	White, black, red, grey	Black, beige	Red, black, green	White, black
	Background	White	White	White	White	White	Black
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Medium	Short	Medium	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Difficult
	Brand Contrast	High	Low	High	High	Low	Low
	Relative Brand Size	Large	Small	Large	Large	Small	Small
	Brand Masking	Not masked	Masked	Not masked	Not masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	NO	YES	NO	NO	YES
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	YES
	A different meme structure from the usual one	YES	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	NO	NO	YES	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO

Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	NO	YES	NO
	If the meme doesn't seem artificial	YES	NO	YES	NO	YES	NO
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	NO	NO	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	YES	YES	NO	YES	NO
	If it's a meme or image known by a large amount of people	YES	YES	YES	NO	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	YES	NO	YES	NO
	Active and movement elements in the image	NO	YES	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	YES	NO	NO	NO
	Excitement and enthusiasm	NO	YES	NO	NO	NO	NO
	High visual complexity	NO	NO	YES	YES	YES	YES

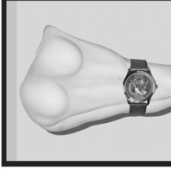





Attachment AC: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	12769	10644	11499	5850	6030	7713
	Number of comments	97	247	260	60	49	66
	Concepts used	Accurate, bear, lmao, prada	Terrible, dior, lmao	Geobasket, accurate,	Thank you, disagree	The best, laugh,	Smiths, what happened,
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	NO	NO	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	YES
	Comments asking /stating about the brand	YES	YES	YES	NO	YES	YES
	If the meme makes viewers think about the brand products and its positives	YES	NO	YES	NO	YES	NO
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags						
	Visual complexity	High	Medium	Medium	Low	Medium	Medium
	Quantity of objects	High	Low	High	Low	Low	High
	Irregularity of objects	Low	High	High	Low	High	High

	Dissimilarity of objects	High	High	High	Low	Low	High
	Detail of objects	High	High	High	Low	Low	High
	Asymmetry of object arrangement	Low	Low	High	Low	Low	High
	Irregularity of object arrangement	Low	Low	High	Low	Low	Low
	Colours	Beige, white, red, blue	Orange, white	White, black, red, grey	Red, white	Black, white, blue	Yellow, blue
	Background	White	Picture	White	White	Picture	Picture
	Typography	Simple		Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short		Long	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Medium	Easy	Medium	Difficult
	Brand Contrast	Low	High	Low	High	Low	Low
	Relative Brand Size	Small	Large	Small	Small	Small	Small
	Brand Masking	Masked	Not masked	Not masked	Not masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	NO	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	YES	NO	NO
Original	A different meme structure from the usual one	YES	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	NO	NO

	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	NO	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	NO	NO	NO	YES
	A large number of likes if posted in social media	YES	YES	YES	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	YES	YES	NO	NO	YES	YES
	If it's a meme or image known by a large amount of people	NO	YES	NO	NO	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	YES	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	YES	YES	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	NO	NO	YES

Attachment AD: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

		<p>This is the ideal male body. You may not it, but that's what peak performance look</p> 	<p>When you wake up late for work and realize you're actually a clay head</p> 	<p>•Your Gucci watch has shipped- Me:</p> 		<p>When you're all dressed up waiting that "we outside" text</p> 	<p>Me: I'm not like the other girls Also me:</p> 
	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Instagram
Activation dimension	Number of likes						94299
	Number of comments						716
	Concepts used						Smiling emojis, lol
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	NO	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						YES
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						YES
	Comments on the post that show some willingness/excitement to know more about the brand						YES
	Comments asking /stating about the brand						YES
	If the meme makes viewers think about the brand products and its positives						YES
	% of people that like the meme and follow the brand page						10%
	Hashtags						
	Visual complexity	Low	Medium	High	High	Medium	High
	Quantity of objects	Low	High	High	High	High	High
	Irregularity of objects	High	High	High	High	High	High

	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	Low	High	High
	Asymmetry of object arrangement	High	High	High	Low	High	High
	Irregularity of object arrangement	Low	High	High	Low	High	High
	Colours	Black, grey, white	Blue, beige, red, green, pink	Pink, orange, blue	Red, white, grey, green	Brown, beige	Red, yellow, green
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Medium	Medium	Short	Medium	Short	Short
	Brand Identification Difficulty	Difficult	Easy	Easy	Easy	Difficult	Easy
	Brand Contrast	Low	Low	Low	High	Low	High
	Relative Brand Size	Small	Small	Small	Large	Small	Small
	Brand Masking	Masked	Masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	YES	NO	NO	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	YES
	The use of colors such as black, white and gold	YES	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	NO	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	YES	NO	NO	NO	NO	NO
	High quality images and text	NO	YES	NO	NO	NO	YES
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	YES	YES	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	YES	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	NO	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	NO	YES	NO	YES
	If the meme doesn't seem artificial	YES	YES	NO	NO	NO	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	NO	YES	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	NO	NO	YES	YES	NO	NO
	The meme makes people who understand it different from others, has symbols from a group of people different from others	NO	YES	NO	YES	NO	NO
	When the meme is about "being part of a different subculture"	NO	NO	YES	YES	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						YES
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	YES	YES	YES
	If the meme means something to people	YES	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	YES
Energetic	The use of strong and different colours	NO	NO	YES	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	YES	YES
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	YES	YES







Attachment AE: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Website	Gucci's Instagram	Instagram
Activation dimension	Number of likes					106892	219521
	Number of comments					2372	4423
	Concepts used					Smiling emojis, mentions	Givenchy, balenciaga, fashion
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments					YES	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand					YES	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)					YES	NO
	Comments on the post that show some willingness/excitement to know more about the brand					YES	YES
	Comments asking /stating about the brand					YES	YES
	If the meme makes viewers think about the brand products and its positives					YES	YES
	% of people that like the meme and follow the brand page					0%	0%
	Hashtags					#TFWGucci #LeMarchédesMerveilles	
	Visual complexity	High	Low	Medium	Low	High	Medium

	Quantity of objects	High	Low	Low	Low	High	Low
	Irregularity of objects	High	High	High	Low	High	High
	Dissimilarity of objects	High	High	High	Low	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	Low
	Irregularity of object arrangement	High	Low	High	Low	High	Low
	Colours	Orange, green, yellow	Brown, beige, red, green, gold	Brown, white, red, green, gold	Blue, red, white	Red, green, pink, grey	Grey, black, white, orange, beige
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Medium	Easy	Medium	Difficult	Difficult	Easy
	Brand Contrast	Low	High	Low	Low	Low	High
	Relative Brand Size	Small	Large	Large	Large	Small	Large
	Brand Masking	Masked	Not masked	Masked	Masked	Not masked	Not masked
Extraordinary/useful	High quality image production	NO	YES	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	YES	NO
High Status	The absence of slang in the text	YES	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	YES	YES	YES	YES	YES	NO
	The use of colors such as black, white and gold	NO	YES	YES	NO	NO	YES
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	YES	NO	NO	NO	NO
	High quality images and text	NO	YES	NO	NO	NO	NO
	“Clean” image/Picture	NO	YES	YES	NO	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	NO	YES
	Innovative and creative meme	NO	NO	NO	YES	YES	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media					YES	YES
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	YES	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	YES	YES	YES
Energetic	The use of strong and different colours	YES	NO	NO	YES	YES	NO
	Youthful humor	NO	YES	NO	YES	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	YES	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	NO	NO	YES	NO




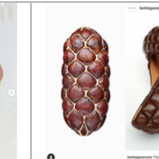

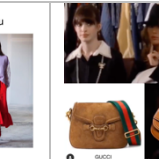
Attachment AF: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	219521	219521	219521	219521	219521	219521
	Number of comments	4423	4423	4423	4423	4423	4423
	Concepts used	Givenchy, balenciaga, fashion	Givenchy, balenciaga, fashion	Givenchy, balenciaga, fashion	Givenchy, balenciaga, fashion	Givenchy, balenciaga, fashion	Givenchy, balenciaga, fashion
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	NO	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	YES	YES	YES	YES	YES	YES
	Comments asking /stating about the brand	YES	YES	YES	YES	YES	YES
	If the meme makes viewers think about the brand products and its positives	YES	YES	YES	YES	YES	YES
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags	#meme #fashion #luxury, etc	#meme #fashion #luxury, etc	#meme #fashion #luxury, etc	#meme #fashion #luxury, etc	#meme #fashion #luxury, etc	#meme #fashion #luxury, etc
	Visual complexity	High	High	Medium	Medium	High	High

	Quantity of objects	High	High	Low	High	High	High
	Irregularity of objects	Low	Low	Low	Low	High	Low
	Dissimilarity of objects	Low	Low	Low	High	High	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	Low	Low	Low	Low
	Irregularity of object arrangement	Low	Low	Low	Low	Low	Low
	Colours	Grey, black, white, blue	Black, yellow	Grey, black, blue	Black, grey, beige	Grey, black, white, blue	Red, white
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	High	High	High	High	High
	Relative Brand Size	Large	Large	Large	Large	Large	Large
	Brand Masking	Not masked	Not masked	Not masked	Not masked	Not masked	Not masked
Extraordinary/useful	High quality image production	YES	YES	YES	YES	YES	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	YES	YES	YES	YES	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	YES	YES	YES
	The use of sophisticated and elegant models	YES	YES	YES	YES	YES	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	YES	YES	YES	YES
	“Clean” image/Picture	YES	NO	YES	NO	NO	NO
	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
Rebellious	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media	YES	YES	YES	YES	YES	YES
	If it's a meme/image appreciated by most people on the internet	YES	YES	YES	YES	YES	YES
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES




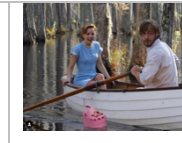


Attachment AG: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	31469	28782	96097	37632	75738	31643
	Number of comments	1320	237	3715	825	1596	769
	Concepts used	Givenchy, bad, collection, fashion	Raf Simons, heart emojis, collaboration	Smiling emojis, mentions	Smiling emojis, ugly shoes	Mentions, smiling emojis,	Givenchy, balenciaga, fashion
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	YES	YES	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	YES	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	YES	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	YES	YES	NO	YES	NO	YES
	Comments asking /stating about the brand	YES	YES	YES	YES	NO	YES
	If the meme makes viewers think about the brand products and its positives	YES	YES	YES	NO	NO	YES
	% of people that like the meme and follow the brand page	20%	0%	0%	0%	0%	20%
	Hashtags	#givenchy #matthewwilliams, etc	#prada #pradaadidas #designer, etc	#bottegaveneta #daniellee #shoes, etc	#bottegaveneta #daniellee #uglychic, etc	#adamlippes #nyfw #valentino, etc	#celine #celinebyhedi slimane, etc
	Visual complexity	Low	High	Low	Low	Medium	High

	Quantity of objects	Low	High	Low	Low	Low	High
	Irregularity of objects	High	Low	Low	Low	Low	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	Low	Low	High
	Irregularity of object arrangement	High	Low	Low	Low	Low	High
	Colours	Brown, orange, beige	Blue, white	Yellow, white	Brown, white	Purple, red	Brown, black
	Background	Picture	White	White	White	White	Picture
	Typography		Simple			Simple	
	Long/Med/Short Text		Medium			Short	
	Brand Identification Difficulty	Difficult	Easy	Difficult	Difficult	Difficult	Easy
	Brand Contrast	Low	High	Low	Low	Low	High
	Relative Brand Size	Small	Large	Small	Small	Small	Large
	Brand Masking	Masked	Not masked	Masked	Masked	Masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	YES	YES	YES	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	YES	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	YES	NO
	High quality images and text	NO	NO	YES	YES	YES	NO
	“Clean” image/Picture	NO	NO	YES	YES	YES	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	YES	NO	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	NO	NO	NO	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	NO	NO	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	NO	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	YES
	A large number of likes if posted in social media	YES	YES	YES	YES	YES	YES
	If it's a meme/image appreciated by most people on the internet	YES	YES	YES	YES	YES	YES
	If it's a meme or image known by a large amount of people	NO	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	YES
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	YES	NO	NO	YES	YES





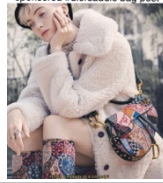
Attachment AH: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Entertainment Website	Instagram
Activation dimension	Number of likes	15058	4669	10769	2964		23020
	Number of comments	736	114	1331	60		440
	Concepts used	Smiling emojis, mentions	Omg, lmao, mentions, smiling emojis	Smiling emojis, mentions, imitation, shade	Smiling emojis, omg		Virgil, LV, 3D, mentions
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	NO	NO	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	YES	YES	YES		NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	YES	NO		NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO		NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO		YES
	Comments asking /stating about the brand	NO	NO	YES	YES		YES
	If the meme makes viewers think about the brand products and its positives	NO	NO	YES	NO		NO
	% of people that like the meme and follow the brand page	20%	20%	0%	0%		40%
	Hashtags	#chalyan #husseinchalyan, etc	#ysl #saintlaurent #anthonyvacca relllo, etc		#balenciaga #ryangosling #thenotebook		#louisvuitton #puzzLV #fashion #virgilabloh
	Visual complexity	Medium	High	High	High	High	High

	Quantity of objects	Low	High	High	High	High	High
	Irregularity of objects	Low	High	High	High	Low	High
	Dissimilarity of objects	Low	High	High	High	High	High
	Detail of objects	Low	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	Low	High	Low	High
	Irregularity of object arrangement	Low	Low	Low	High	Low	High
	Colours	Black, pink	Pink, black, blue	Black, grey	Blue, white, pink	Brown, white	Beige, grey, green
	Background	White	Picture	White	Picture	White	White
	Typography	Simple		Simple		Simple	
	Long/Med/Short Text	Short		Medium		Short	
	Brand Identification Difficulty	Easy	Difficult	Easy	Easy	Easy	Difficult
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Not masked	Masked	Not masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	YES	NO	YES	YES	YES
	Being a content created by the brand itself	NO	NO	YES	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	NO	NO	YES
	The use of sophisticated and elegant models	YES	YES	YES	NO	YES	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	YES
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	YES	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	NO	YES	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	YES	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	NO	YES	YES	YES	NO	YES
	Innovative and creative meme	NO	NO	YES	YES	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	NO	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	YES	YES	NO	NO
	If the meme doesn't seem artificial	NO	NO	YES	YES	NO	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	YES	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	YES	YES	NO	NO
	A large number of likes if posted in social media	YES	NO	YES	NO		YES
	If it's a meme/image appreciated by most people on the internet	YES	YES	YES	YES	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	YES	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	NO	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	YES	YES	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	YES	NO	YES	NO	NO	NO
	Active and movement elements in the image	NO	NO	YES	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	YES	NO	NO	NO
	Excitement and enthusiasm	NO	NO	YES	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	YES	YES







Attachment AI: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Entertainment Website	Entertainment Website	Entertainment Website	Entertainment Website	Entertainment Website	Instagram
Activation dimension	Number of likes						3246
	Number of comments						78
	Concepts used						Smiling emojis, tragedy, true
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						NO
	Comments on the post that show some willingness/excitement to know more about the brand						YES
	Comments asking /stating about the brand						YES
	If the meme makes viewers think about the brand products and its positives						YES
	% of people that like the meme and follow the brand page						60%
	Hashtags						
	Visual complexity	Medium	High	Medium	Medium	Medium	High
	Quantity of objects	Low	High	Low	Low	Low	High
	Irregularity of objects	Low	Low	Low	Low	Low	High

	Dissimilarity of objects	High	High	Low	High	Low	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	Low	High	Low	High
	Irregularity of object arrangement	High	Low	Low	High	Low	High
	Colours	Red, white	Red, blue, white, beige	Beige, blue, white	Blue, white	Black, white	Beige, blue, red, black
	Background	White	White	White	White	Picture	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Difficult	Difficult	Difficult
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Not masked	Not masked	Not masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	YES	YES	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	NO	NO	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	YES	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	YES	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	YES	YES	NO	YES
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	YES	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO

Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	YES	NO	NO	YES	YES
	If the meme doesn't seem artificial	NO	YES	YES	NO	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	YES	NO	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	NO	NO	YES	YES
	A large number of likes if posted in social media						NO
	If it's a meme/image appreciated by most people on the internet	NO	YES	NO	NO	NO	YES
	If it's a meme or image known by a large amount of people	NO	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	NO	YES	YES
	If the meme means something to people	NO	YES	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	YES	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	NO	NO	NO	NO	NO
	Youthful humor	YES	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment AJ: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	12	98	11	5	11	33
	Number of comments	0	5	0	0	0	0
	Concepts used		Smiling emojis				
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	YES	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments		YES				
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand		NO				
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)		NO				
	Comments on the post that show some willingness/excitement to know more about the brand		NO				
	Comments asking /stating about the brand		NO				
	If the meme makes viewers think about the brand products and its positives		NO				
	% of people that like the meme and follow the brand page	10%	0%	0%	0%	0%	10%
	Hashtags	#jordan #travisscott #fashionme, etc	#meme #fashionmeme #louisvuitton meme, etc	#louisvuitton #fashionmeme #meme, etc	#originalmemes #louisvuitton #virgilabloh, etc	#funnymemes #louisvuitton memes #memes, etc	#funnymemes #louisvuitton memes, etc
	Visual complexity	High	Medium	High	Medium	Low	Low
	Quantity of objects	High	Low	High	Low	Low	Low

	Irregularity of objects	Low	High	High	High	High	Low
	Dissimilarity of objects	High	Low	High	High	High	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	Low
	Irregularity of object arrangement	High	Low	High	High	High	Low
	Colours	Grey	Blue, brown, white	Brown, pink, white	Blue, orange, black, red	Orange, black	Brown, black
	Background	Picture	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Long	Medium	Short	Long
	Brand Identification Difficulty	Difficult	Easy	Easy	Difficult	Easy	Easy
	Brand Contrast	Low	High	High	Low	High	High
	Relative Brand Size	Small	Large	Large	Small	Large	Large
	Brand Masking	Masked	Not masked	Not masked	Masked	Not masked	Not masked
Extraordinarily/useful	High quality image production	NO	YES	NO	NO	NO	NO
	If the meme transmits a useful message	YES	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	YES
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	YES	NO	NO	NO	NO
	“Clean” image/Picture	NO	YES	NO	NO	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	YES	NO	NO	NO	YES	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	YES	NO
Original	A different meme structure from the usual one	YES	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	YES	YES	NO

	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	YES
	If the meme doesn't seem artificial	NO	NO	NO	NO	NO	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	YES
	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	NO	NO	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	NO	YES	YES
	If the meme means something to people	YES	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	YES	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	NO	NO	YES
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	NO	NO	NO







Attachment AK: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	26	20	93	3239	1311	744
	Number of comments	5	2	0	115	21	14
	Concepts used	Laugh, mentions, emojis	Mentions		Gucci, mentions	Lmao, relatable, special	Fresh, mentions, emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO		NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	YES
	Viewers expressing their pride on following the brand	NO	NO		NO	YES	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO		NO	NO	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO		YES	YES	YES
	Comments asking /stating about the brand	NO	NO		YES	YES	YES
	If the meme makes viewers think about the brand products and its positives	NO	NO		YES	NO	NO
	% of people that like the meme and follow the brand page	0%	0%	20%	30%	20%	30%
	Hashtags					#fashionmeme #fashion #stylememe, etc	#streetwear #fashion #highfashion meme, etc
	Visual complexity	Medium	Medium	High	Medium	Medium	Low
	Quantity of objects	High	Low	Low	Low	High	Low

	Irregularity of objects	High	High	High	High	Low	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	Low	High
	Irregularity of object arrangement	High	High	High	High	Low	High
	Colours	Yellow, red, blue	Brown, white, green	Yellow, red, white, black	Black, green, red	Black, white, blue	Red, white
	Background	White	White	Picture	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Medium	Short	Long	Short	Medium
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Difficult	Easy
	Brand Contrast	Low	High	Low	High	Low	High
	Relative Brand Size	Small	Small	Small	Large	Small	Large
	Brand Masking	Masked	Masked	Masked	Not masked	Masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	NO	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	YES

	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	NO	YES	YES	YES
	If the meme doesn't seem artificial	YES	YES	NO	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	NO	NO	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	YES	YES	NO
	If it's a meme or image known by a large amount of people	YES	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	YES	NO
	If the meme means something to people	NO	NO	NO	YES	YES	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	YES	YES	NO






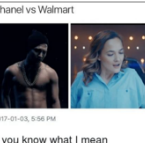
Attachment AL: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Facebook	Facebook	Facebook	Twitter
Activation dimension	Number of likes	34	1994	3	3900	3300	7
	Number of comments	3	82	0	1000	809	0
	Concepts used	Meme	True, shoes, simp		Smiling emojis, laugh, lol, china	Mentions, smiling emojis	
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	YES		NO	NO	
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	YES	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO		NO	YES	
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO		NO	NO	
	Comments on the post that show some willingness/excitement to know more about the brand	NO	YES		YES	YES	
	Comments asking /stating about the brand	YES	YES		YES	YES	
	If the meme makes viewers think about the brand products and its positives	NO	NO		NO	NO	
	% of people that like the meme and follow the brand page	0%	0%				
	Hashtags	#avantgardef ashion #fashion #supreme, etc		#louisvuittonme me #designerbags, etc		#fashionmeme #fashion #stylememe, etc	
	Visual complexity	Low	High	Low	High	Low	Low

	Quantity of objects	Low	Low	Low	High	Low	Low
	Irregularity of objects	Low	High	Low	High	Low	Low
	Dissimilarity of objects	Low	High	Low	High	High	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	Low	High	Low	Low
	Irregularity of object arrangement	Low	Low	Low	High	Low	Low
	Colours	Red, white	White, red, black	Grey, white	Yellow, white, black	Yellow	White, green
	Background	White	White	White	White	Picture	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Long	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Difficult
	Brand Contrast	High	Low	Low	Low	High	Low
	Relative Brand Size	Large	Small	Small	Small	Large	Small
	Brand Masking	Not masked	Masked	Not masked	Not masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	NO	YES	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	YES	NO	YES	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	YES	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	YES	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	NO	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	NO	NO	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	NO	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	YES	YES	YES	NO	YES
	If the meme doesn't seem artificial	NO	YES	YES	YES	NO	YES
	If the brand/meme doesn't try to be something it is not	NO	YES	YES	YES	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	NO	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	YES	YES	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	YES	YES	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	YES	NO	YES	YES	NO







Attachment AM: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	YES	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Medium	Low	High	Medium	Medium	Medium
	Quantity of objects	Low	Low	High	Low	Low	Low
	Irregularity of objects	High	High	High	Low	Low	High
	Dissimilarity of objects	High	High	High	Low	Low	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	Low	Low	Low	Low	Low
	Irregularity of object arrangement	High	Low	Low	Low	Low	Low
	Colours	Green, blue	White, grey, black	Red, black	Skin tone	Blue	Blue, black
	Background	Picture	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
Rebellious	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	NO	NO	YES	NO	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	NO	NO	NO	NO	NO	NO
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	NO	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	YES	YES	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	YES	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	NO	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	YES	YES	NO







Attachment AN: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Meme's Website	Pinterest	Online Forum	Pinterest
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	NO	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	YES
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	High	Medium	Medium	Medium	High
	Quantity of objects	High	High	High	High	High	High
	Irregularity of objects	High	High	Low	High	Low	High
	Dissimilarity of objects	High	High	Low	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	Low	Low	Low	Low
	Irregularity of object arrangement	High	Low	Low	Low	Low	Low

	Colours	Pink, black	Brown, white, green	Purple, white	Red, blue	Black, red, green	Red, black
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	NO	NO	NO	NO	NO

	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	NO	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	YES	YES	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	YES	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment AO: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Pinterest	Pinterest	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	NO	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	High	Medium	Medium	High	Medium
	Quantity of objects	High	High	Low	Low	High	Low
	Irregularity of objects	High	High	High	High	Low	Low
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	Low	Low	High	Low	Low	Low
	Irregularity of object arrangement	Low	Low	High	Low	Low	Low
	Colours	Blue, white	Black	Skin tone	Grey, black	Red	Red, white
	Background	White	White	Picture	Picture	White	Black
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Long	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	High	Low	High
	Relative Brand Size	Small	Small	Small	Large	Small	Large
	Brand Masking	Masked	Masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	YES	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
Rebellious	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	YES	NO	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	YES
	The use of a different type of image besides the most used ones on the internet	YES	NO	NO	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	YES	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO

	If the meme doesn't seem artificial	NO	NO	NO	NO	NO	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	NO	YES	YES	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	YES	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	YES	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	YES
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	NO	YES	YES





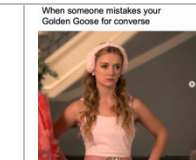
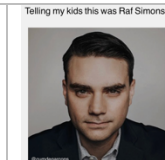
Attachment AP: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Facebook	Facebook	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes		1	3			
	Number of comments		0	0			
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Low	High	High	High	High	High
	Quantity of objects	Low	High	High	High	High	High
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	Low	High	Low	Low	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	High

	Irregularity of object arrangement	High	High	High	High	High	High
	Colours	Brown, beige, black	Black, white	Blue, white, red	Black, white	Black, white	Black, white
	Background	Brown	White	White	White	White	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	
	Long/Med/Short Text	Short	Short	Short	Short	Short	
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	High	Low	High	High	High
	Relative Brand Size	Small	Large	Small	Large	Large	Large
	Brand Masking	Masked	Not masked	Not masked	Not masked	Not masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	YES	NO	YES	YES	YES
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	NO	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	YES
	The use of a different type of image besides the most used ones on the internet	NO	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO

	If the meme doesn't seem artificial	NO	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	YES	NO	NO	NO
	When the meme is about "being part of a different subculture"	YES	NO	YES	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	YES	NO	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	YES	NO	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	YES	YES	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	YES	NO	YES	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	YES	YES







Attachment AQ: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes		4315	4493	5058	4145	2403
	Number of comments		38	41	39	95	33
	Concepts used		God, air force, lmao, smiling emojis	Student, mentions, smiling emojis	Mentions, converse, fashion	Golden goose, white girls, mentions	5'2", raf simons, ben shapiro
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments		NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand		NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)		NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand		YES	NO	YES	NO	NO
	Comments asking /stating about the brand		YES	YES	YES	YES	YES
	If the meme makes viewers think about the brand products and its positives		NO	NO	NO	NO	NO
	% of people that like the meme and follow the brand page		0%	0%	0%	0%	0%
	Hashtags		#alyxstudio #matthewwilliams #nike			#goldengoose	#rafsimons #bensimons #benshapiored ux, etc
	Visual complexity	Medium	Medium	High	High	Medium	Low

	Quantity of objects	Low	High	High	High	High	Low
	Irregularity of objects	High	Low	High	High	High	Low
	Dissimilarity of objects	Low	High	High	High	High	Low
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	High	High	Low
	Irregularity of object arrangement	High	Low	High	High	High	Low
	Colours	Skin tone, black	White, black, grey, skin tone	Blue, yellow	Grey, black	Pink	Blue, skin tone
	Background	Picture	Picture	White	White	White	White
	Typography	Simple		Simple	Simple	Simple	Simple
	Long/Med/Short Text	Long		Long	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Difficult	Difficult	Easy	Easy
	Brand Contrast	High	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Not masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	NO	NO	NO	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	YES	NO	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	YES	NO
	If the meme doesn't seem artificial	YES	NO	YES	YES	YES	NO
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	YES	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	NO	YES	NO	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	YES	YES	YES	YES	NO
	If it's a meme or image known by a large amount of people	YES	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	YES	NO	YES	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	YES	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	NO	NO

Attachment AR: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Low	High	High	Medium	High	Low
	Quantity of objects	Low	High	High	Low	High	Low
	Irregularity of objects	High	High	High	High	High	Low
	Dissimilarity of objects	High	High	Low	High	High	Low
	Detail of objects	High	High	High	High	High	Low
	Asymmetry of object arrangement	High	High	High	High	High	Low

	Irregularity of object arrangement	High	High	High	Low	High	Low
	Colours	Black, green, red	Yellow, pink, green	Yellow	Grey, green, blue	Blue	Grey, skin tone
	Background	White	White	Picture	White	Picture	Picture
	Typography	Simple	Simple		Simple	Simple	Simple
	Long/Med/Short Text	Short	Short		Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	Low	High	High	High	Low
	Relative Brand Size	Large	Small	Large	Large	Large	Small
	Brand Masking	Not masked	Masked	Not masked	Not masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	NO	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	YES	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	YES	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	NO	NO	NO

	If the meme doesn't seem artificial	YES	YES	YES	YES	NO	NO
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	NO	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	NO	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	NO	NO	YES	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	YES	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	YES	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	NO	NO	NO
	Active and movement elements in the image	NO	YES	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	YES	NO






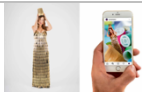
Attachment AS: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Pinterest	Instagram	Meme's Website	Meme's Website
Activation dimension	Number of likes				7634	6213	
	Number of comments				65	48	
	Concepts used				Drkshdw, lmao		
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments				NO		
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand				NO		
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)				NO		
	Comments on the post that show some willingness/excitement to know more about the brand				YES		
	Comments asking /stating about the brand				YES		
	If the meme makes viewers think about the brand products and its positives				YES		
	% of people that like the meme and follow the brand page				40%		
	Hashtags						
	Visual complexity	High	High	Medium	Medium	High	Medium
	Quantity of objects	High	Low	High	High	High	Low
	Irregularity of objects	High	High	Low	High	High	High
	Dissimilarity of objects	High	High	Low	High	High	High

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	Low	High	High	High
	Irregularity of object arrangement	Low	Low	Low	Low	High	High
	Colours	Yellow, brown	Blue	Blue, white	Gold, white	Green, brown	Brown, grey
	Background	White	White	Black	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Medium	Long
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	High	Low	Low	Low
	Relative Brand Size	Small	Small	Large	Small	Small	Small
	Brand Masking	Masked	Masked	Not masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	YES	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	NO	NO	NO	NO
	The use of sophisticated and elegant models	YES	NO	NO	YES	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	NO	YES	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	YES	YES	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	YES	NO	YES
	If the meme doesn't seem artificial	YES	NO	YES	YES	NO	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	YES	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	NO	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	NO	NO	YES	YES
	A large number of likes if posted in social media				NO		
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	YES	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	YES	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	NO	YES	YES
	If the meme means something to people	NO	YES	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	YES	NO
	Youthful humor	NO	YES	NO	NO	YES	NO
	Active and movement elements in the image	YES	NO	NO	NO	YES	YES
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	YES
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment AT: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Online Forum	Image Bank	Entertainment Website	Entertainment Website	Online Newspaper	Online Newspaper
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Low	Medium	High	High	Medium	Medium
	Quantity of objects	Low	Low	High	High	High	High
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	High	High	High	High	High
	Irregularity of object arrangement	Low	High	High	High	Low	Low
	Colours	Red, green, brown	Green, brown	Red, orange	Blue, orange	Grey, white, green	Brown, grey
	Background	Picture	White	Picture	Picture	White	White
	Typography	Customised	Simple	Simple	Simple		
	Long/Med/Short Text	Short	Short	Short	Short		
	Brand Identification Difficulty	Easy	Easy	Difficult	Easy	Difficult	Difficult
	Brand Contrast	High	High	Low	High	Low	Low
	Relative Brand Size	Large	Large	Small	Large	Small	Small
	Brand Masking	Not masked	Not masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	YES	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	YES	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	YES	YES
	“Clean” image/Picture	NO	NO	NO	NO	YES	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	YES	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	YES	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	NO	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	YES	YES
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	NO	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	YES	YES
	If the meme doesn't seem artificial	NO	NO	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	NO	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	YES	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	YES	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	YES	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	NO	NO
	If the meme means something to people	YES	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	NO	YES	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	NO	YES	YES	NO	NO


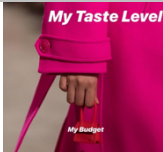
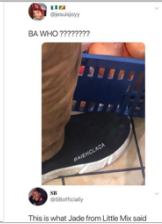



Attachment AU: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Online Newspaper	Twitter	Entertainment Website	Entertainment Website	Meme's Website	Entertainment Website
Activation dimension	Number of likes		276				
	Number of comments		0				
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Medium	Medium	Medium	Medium	Medium	High
	Quantity of objects	High	Low	Low	Low	Low	High
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	Low	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	Low	High

	Irregularity of object arrangement	High	Low	High	High	Low	Low
	Colours	Yellow, brown	White, beige	Pink, yellow, black	White, blue	Pink, red	Red, blue
	Background	White	Dark blue	Picture	Picture	White	Picture
	Typography		Simple	Simple	Simple	Simple	
	Long/Med/Short Text		Medium	Short	Short	Short	
	Brand Identification Difficulty	Difficult	Easy	Difficult	Difficult	Easy	Difficult
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Not masked	Masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	YES	YES	YES	NO	YES	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	YES	YES
	The use of sophisticated and elegant models	YES	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	YES	NO	YES	NO
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	YES	NO	NO

	If the meme doesn't seem artificial	YES	NO	YES	YES	NO	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	YES
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	YES	YES	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	YES	NO	YES	NO
	Youthful humor	NO	YES	NO	NO	YES	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	NO	YES	NO	YES







Attachment AV: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Online Newspaper	Online Blog	Online Forum	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Medium	Low	High	Medium	High	Medium
	Quantity of objects	Low	Low	High	High	Low	Low
	Irregularity of objects	High	Low	High	Low	High	High
	Dissimilarity of objects	Low	Low	High	Low	High	Low

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	Low	High	High
	Irregularity of object arrangement	High	High	High	Low	High	High
	Colours	Pink	Pink	Blue, beige, black	White, blue	White, blue, pink	Red
	Background	Picture	Picture	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Medium	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Difficult	Difficult	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Not masked	Not masked	Not masked
Extraordinary/useful	High quality image production	YES	YES	NO	YES	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	NO	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	NO	YES	NO	NO
	“Clean” image/Picture	NO	YES	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	NO	NO	NO
	When the meme is about "being part of a different subculture"	YES	YES	YES	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	NO	NO	YES
	If the meme means something to people	NO	NO	NO	YES	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	YES	NO	NO	NO	YES
	Youthful humor	NO	YES	NO	NO	NO	YES
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	NO	YES	YES	YES	YES







Attachment AX: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Low	Low	High	Medium	High	High
	Quantity of objects	Low	Low	High	Low	High	Low
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	Low	High	High	High	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	Low	High	High	High	High	High
	Irregularity of object arrangement	Low	High	High	High	High	High
	Colours	White, blue, red	Black	Black, red, yellow	Brown, purple	Blue, brown	Yellow, grey
	Background	White	Picture	White	Picture	White	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	High	Low	High	High
	Relative Brand Size	Small	Small	Large	Small	Large	Large
	Brand Masking	Masked	Not masked	Not masked	Masked	Not masked	Not masked
Extraordinary/useful	High quality image production	YES	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	YES	YES	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	NO	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	NO	NO	NO	NO
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	YES
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	YES
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	NO	NO	NO
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	YES
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	YES
	If the meme is iconic	NO	NO	NO	NO	NO	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	YES	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	NO	NO	YES	YES	YES	YES


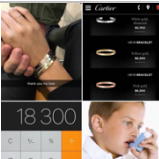




Attachment AY: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Medium	High	High	Medium	Medium	Medium
	Quantity of objects	Low	High	High	Low	Low	Low
	Irregularity of objects	High	High	High	Low	High	High
	Dissimilarity of objects	High	High	High	Low	High	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	High	High	Low	High	High
	Irregularity of object arrangement	High	High	High	Low	Low	High
	Colours	Brown	Orange, green	Red, green, black	Dark blue	White	Skin tone
	Background	White	White	White	Dark blue	Black	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Medium	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	High	Low	Low	High	Low
	Relative Brand Size	Large	Large	Small	Small	Large	Small
	Brand Masking	Not masked	Not masked	Not masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	NO	NO	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	NO	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	NO	NO	YES	NO	NO
	A different meme structure from the usual one	NO	NO	NO	YES	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	NO	YES	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	YES	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	NO	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	NO	NO	NO	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	YES	NO	YES	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	NO	YES	NO
	If the meme means something to people	NO	NO	NO	YES	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	YES	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	NO	NO	NO







Attachment AZ: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Medium	High	Medium	High	High	High
	Quantity of objects	High	High	Low	High	High	High
	Irregularity of objects	High	High	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	High

	Irregularity of object arrangement	High	High	High	High	High	High
	Colours	Brown, gold	Black, gold	Skin tone	Purple, green	Green, black, beige	Blue, white, red
	Background	White	Picture	Picture	Picture	Picture	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Difficult	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	High	Low	Low	Low
	Relative Brand Size	Small	Small	Large	Small	Small	Small
	Brand Masking	Masked	Not masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	YES	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	NO	NO	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	YES	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	NO	NO	YES	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	NO	YES	YES
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	YES
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	YES

	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	YES	YES	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	YES	NO
	If the meme means something to people	NO	NO	YES	NO	YES	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	YES	NO	NO	YES	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	YES	YES	NO
	High visual complexity	YES	YES	YES	YES	YES	YES

Attachment BA: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Pinterest	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	Low	Medium	Low	High	Medium
	Quantity of objects	High	Low	Low	Low	High	Low
	Irregularity of objects	High	High	High	Low	High	High
	Dissimilarity of objects	High	High	Low	Low	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	Low	Low	High

	Irregularity of object arrangement	High	Low	High	High	Low	High
	Colours	Orange, brown	Orange, grey	Blue, white	Pink, white	Green, yellow, red	Skin tone
	Background	White	Picture	White	White	Picture	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Medium	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Difficult	Difficult	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	High	Low
	Relative Brand Size	Small	Small	Small	Small	Large	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	YES	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	NO	NO	NO	NO	YES	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	YES	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	NO	NO	NO	NO	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	NO	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	NO	YES	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	NO	NO

	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	NO	YES	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	NO	NO	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	NO	NO	NO	YES	NO
	If the meme means something to people	NO	NO	NO	NO	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	YES	NO
Energetic	The use of strong and different colours	NO	YES	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	YES	NO	NO
	Active and movement elements in the image	YES	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	YES	NO
	High visual complexity	YES	NO	NO	NO	YES	YES







Attachment BB: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website	Meme's Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, “love it”, ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	Low	Low	Medium	Low	Medium	Medium
	Quantity of objects	Low	Low	Low	Low	Low	Low
	Irregularity of objects	High	Low	High	Low	Low	Low
	Dissimilarity of objects	High	Low	High	High	Low	Low

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	Low	Low	Low
	Irregularity of object arrangement	High	Low	High	Low	Low	Low
	Colours	Yellow, skin tone	Blue	Orange, white	Black, brown	White, black	Red, gold
	Background	Picture	White	Picture	Picture	Picture	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	High	High	High	High	High
	Relative Brand Size	Small	Large	Large	Large	Large	Large
	Brand Masking	Masked	Not masked	Masked	Masked	Masked	Not masked
Extraordinary/useful	High quality image production	NO	YES	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	YES	YES	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	YES
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	YES	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	YES	NO	NO	NO	NO
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	NO	YES	NO	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	NO	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	NO	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	NO	YES	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	YES	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	YES	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	YES	NO	YES	NO
	High visual complexity	NO	NO	YES	NO	NO	NO







Attachment BC: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Image Bank	Meme's Website	Pinterest	Meme's Website	Entertainment Website	Entertainment Website
Activation dimension	Number of likes						
	Number of comments						
	Concepts used						
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments						
	Passionate elements on the meme (hearts or sentences) appealing to emotions	YES	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand						
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)						
	Comments on the post that show some willingness/excitement to know more about the brand						
	Comments asking /stating about the brand						
	If the meme makes viewers think about the brand products and its positives						
	% of people that like the meme and follow the brand page						
	Hashtags						
	Visual complexity	High	Medium	Medium	High	Medium	High
	Quantity of objects	High	Low	Low	Low	Low	High
	Irregularity of objects	Low	High	Low	High	High	Low
	Dissimilarity of objects	Low	High	Low	High	High	High
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	High	High	Low	High	High
	Irregularity of object arrangement	Low	High	Low	Low	High	Low
	Colours	Black, red, grey	Skin tone	Black	Orange, grey	White, gold, grey	Grey, white, blue
	Background	Picture	Picture	White	Picture	White	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Long	Medium	Short	Short
	Brand Identification Difficulty	Difficult	Easy	Easy	Easy	Difficult	Easy
	Brand Contrast	Low	Low	Low	High	Low	Low
	Relative Brand Size	Small	Small	Small	Large	Small	Small
	Brand Masking	Not masked	Masked	Not masked	Masked	Masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	YES	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	YES	NO	YES	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	YES	NO	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	YES	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	YES	YES	NO	YES
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	NO	NO	YES	NO	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	NO	NO	NO	YES
Authentic	Innovative and creative meme	NO	NO	NO	YES	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	NO	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	NO	NO	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	NO	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	YES	YES	NO
	A large number of likes if posted in social media						
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	YES	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	YES
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	YES	YES	YES	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	NO	YES	YES	YES





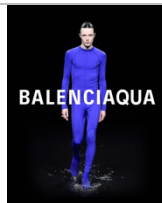

Attachment BD: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Image Bank	Image Bank	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes				1357	2538	1393
	Number of comments				6	26	10
	Concepts used				Fabulous, yas, heart emojis	Mentions, love it, fire emojis	Mentions, laugh, clap emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	NO	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments				YES	YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand				NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)				YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand				NO	NO	NO
	Comments asking /stating about the brand				NO	NO	NO
	If the meme makes viewers think about the brand products and its positives				YES	YES	YES
	% of people that like the meme and follow the brand page				0%	0%	0%
	Hashtags						
	Visual complexity	Low	High	High	Medium	High	High
	Quantity of objects	Low	High	High	High	High	High
	Irregularity of objects	Low	High	High	High	High	High
	Dissimilarity of objects	Low	High	High	High	High	High

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	Low	Low
	Irregularity of object arrangement	Low	High	High	High	Low	Low
	Colours	Silver, gold	Grey, green	Green, black, pink	Brown, blue, white	Brown, blue, white	Black, green
	Background	White	Picture	Picture	Picture	Picture	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Medium	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	Low	High	High	High	High
	Relative Brand Size	Large	Small	Large	Large	Large	Large
	Brand Masking	Not masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	YES	YES	YES	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	YES	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	YES	NO	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	YES	YES	YES	YES
	“Clean” image/Picture	YES	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	YES	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	YES	YES	YES	YES	YES
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	NO	NO
Authentic	Innovative and creative meme	NO	NO	YES	YES	YES	YES
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	NO	NO	NO	NO
	When the meme is about "being part of a different subculture"	YES	YES	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	YES	NO	NO	NO
	A large number of likes if posted in social media				NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	YES	YES	YES
	If it's a meme or image known by a large amount of people	NO	YES	NO	NO	NO	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	YES	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	YES	NO	NO	NO	NO
	If the meme is iconic	NO	NO	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	YES	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	YES	NO	NO	NO
	Excitement and enthusiasm	NO	NO	YES	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	YES	YES



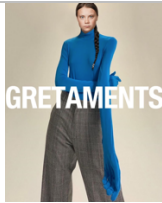

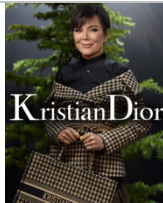

Attachment BE: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	23613	12466	5091	38667	4066	4474
	Number of comments	108	122	57	351	22	27
	Concepts used	Mentions, smiling emoji	Mentions, heart emojis	Mentions, smiling emojis	Mentions, smiling emojis, amazing	On the point, heart emojis	Smiling emojis, excellent, love it
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	YES	YES	YES	YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	YES	YES	YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	NO	NO	NO	NO	YES
	If the meme makes viewers think about the brand products and its positives	NO	YES	YES	NO	YES	YES
	% of people that like the meme and follow the brand page	30%	20%	20%	20%	40%	30%
	Hashtags	#freddiemade	#freddiemade			#freddiemade	#offwhite #offensive #freddiemade
	Visual complexity	Medium	High	Medium	High	Low	High

	Quantity of objects	Low	High	Low	High	Low	Low
	Irregularity of objects	High	High	High	Low	Low	High
	Dissimilarity of objects	High	High	High	Low	Low	High
	Detail of objects	High	High	High	High	Low	High
	Asymmetry of object arrangement	High	Low	High	Low	Low	High
	Irregularity of object arrangement	High	Low	Low	Low	Low	High
	Colours	Grey, brown, blue	Pink, brown	Brown, gold	White, red	Blue, black	Yellow, red, blue
	Background	Picture	Picture	Picture	Picture	Picture	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	High	High	High	High	High
	Relative Brand Size	Large	Large	Large	Large	Large	Large
	Brand Masking	Not masked	Masked	Not masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	NO	YES	YES	YES	YES	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	YES	NO	YES	YES	YES
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	YES	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	NO	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	YES	NO	YES	YES	NO
	High quality images and text	NO	YES	YES	YES	YES	NO
	“Clean” image/Picture	NO	NO	YES	YES	YES	NO
	“Attractive” layout and design with a nice appearance	NO	YES	YES	NO	NO	NO
Rebellious	The use of shocking or controversial images	YES	NO	YES	YES	NO	NO
	Bold, daring and fearless caption not afraid to break rules	YES	YES	YES	YES	YES	YES
Original	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	YES	NO	NO	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	YES	NO	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	NO	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	NO	YES	NO	YES	NO	YES
	When the meme is about "being part of a different subculture"	NO	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	YES	NO	NO	YES	NO	NO
	A large number of likes if posted in social media	YES	YES	NO	YES	NO	NO
	If it's a meme/image appreciated by most people on the internet	YES	YES	NO	YES	YES	YES
	If it's a meme or image known by a large amount of people	YES	NO	YES	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	YES	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	YES	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	YES
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	YES	NO	NO	NO	YES	NO
	Exciting activities and extreme sports in the images	YES	NO	NO	YES	NO	NO
	Excitement and enthusiasm	NO	NO	NO	YES	NO	NO
	High visual complexity	NO	YES	NO	YES	NO	YES







Attachment BF: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	6724	6333	6917	12776	6056	4185
	Number of comments	89	46	71	262	73	16
	Concepts used	Mentions, smiling emojis, funny	Mentions, smiling emojis, funny, love	Mentions, smiling emojis, greta, amazing	Mentions, smiling emojis, iconic, bravo	Mentions, smiling emojis, brilliant	
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	NO	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	YES	YES	YES	YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	YES	YES	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	YES	YES	YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	YES	NO	NO	NO	NO	NO
	If the meme makes viewers think about the brand products and its positives	YES	NO	NO	YES	YES	YES
	% of people that like the meme and follow the brand page	0%	0%	10%	40%	20%	20%
	Hashtags	#freddiemade		#freddiemade		#freddiemade	#freddiemade
	Visual complexity	High	Low	Low	High	Medium	High
	Quantity of objects	High	Low	Low	High	High	High
	Irregularity of objects	High	Low	High	High	High	High

	Dissimilarity of objects	High	Low	High	High	Low	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	High	Low	Low
	Irregularity of object arrangement	High	Low	Low	High	Low	Low
	Colours	Red, black	Orange, grey	Blue, grey	Grey, pink	Green, black	Beige, pink
	Background	Picture	Picture	Picture	Picture	Picture	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	High	High	High	High	High
	Relative Brand Size	Large	Large	Large	Large	Large	Large
	Brand Masking	Masked	Masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	YES	YES	YES	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	YES	YES	YES	YES
High Status	The absence of slang in the text	NO	NO	NO	YES	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	NO	NO	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	YES	YES	YES	YES
	“Clean” image/Picture	YES	NO	YES	YES	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	YES	YES	YES	YES	YES	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	YES	YES	YES	YES	YES
	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES

Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	NO	YES	YES
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	NO	YES	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	NO	NO	NO	NO	NO	NO
	When the meme is about "being part of a different subculture"	NO	NO	NO	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	NO	YES	YES
	A large number of likes if posted in social media	NO	NO	NO	YES	NO	NO
	If it's a meme/image appreciated by most people on the internet	YES	NO	NO	YES	NO	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	YES	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	YES	NO	YES
	Exciting activities and extreme sports in the images	NO	NO	NO	YES	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	NO	YES	YES	YES

Attachment BG: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Online Newspaper	Instagram	Instagram
Activation dimension	Number of likes	4722	9051	3517		5997	5276
	Number of comments	21	62	28		118	81
	Concepts used	Brilliant, picasso, love it	Versace, excellent, glorious	Clever, amazing, heart emojis		Mentions, smiling emojis, love this	Mentions, smiling emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	NO	NO	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	NO	YES		YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO		NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	YES	YES		YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO		NO	NO
	Comments asking /stating about the brand	NO	YES	NO		NO	NO
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO		YES	NO
	% of people that like the meme and follow the brand page	20%	20%	30%		10%	10%
	Hashtags	#freddiemade	#freddiemade	#freddiemade		#freddiemad e	#freddiemade
	Visual complexity	High	High	Medium	High	Medium	Low

	Quantity of objects	High	High	High	High	Low	Low
	Irregularity of objects	High	Low	High	High	Low	Low
	Dissimilarity of objects	High	High	Low	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	Low	High	Low	High
	Irregularity of object arrangement	High	Low	Low	High	Low	Low
	Colours	Brown	Green, beige	Brown	Black, green, beige	Grey, black	White, red
	Background	Picture	Picture	Picture	Picture	Picture	Picture
	Typography	Simple	Simple	Simple		Simple	Simple
	Long/Med/Short Text	Short	Short	Short		Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Difficult	Easy	Easy
	Brand Contrast	High	High	High	Low	High	High
	Relative Brand Size	Large	Large	Large	Small	Large	Large
	Brand Masking	Masked	Not masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	YES	YES	YES	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	YES	NO	YES	YES
High Status	The absence of slang in the text	YES	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	YES	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	NO	NO
	The use of sophisticated and elegant models	NO	YES	YES	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	YES	YES	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	YES	YES	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	YES	YES	NO	YES	YES
	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	NO	YES	YES
	Innovative and creative meme	YES	YES	YES	NO	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	NO	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	YES	YES	NO	NO	YES
	If the meme doesn't seem artificial	YES	YES	YES	NO	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	YES	YES	NO	NO	YES
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	NO	YES	YES
	A large number of likes if posted in social media	NO	NO	NO		NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	NO	YES	YES
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	YES	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	YES
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	YES	YES	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	YES	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	NO

Attachment BH: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	5055	5856	2065	7866	5997	1936
	Number of comments	37	77	10	57	118	24
	Concepts used	Genius, love it, heart emojis, mentions	So good, smiling emojis, mentions	Heart emojis, mentions	Mentions, love, nice, so good	Mentions, smiling emojis, genius	Mentions, smiling emojis, heart emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	NO	NO	NO	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	NO	YES	YES	YES	YES
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	YES	YES	YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	NO	NO	NO	YES
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO	NO	YES	YES
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags	#godsownjunk yard #freddiemade	#freddiemade	#freddiemade	#freddiemade	#freddiemade	#freddiemade
	Visual complexity	High	Medium	Medium	High	Low	Medium

	Quantity of objects	High	Low	Low	High	Low	Low
	Irregularity of objects	High	High	High	Low	Low	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	Low	Low	High
	Irregularity of object arrangement	High	High	Low	Low	Low	High
	Colours	Pink, red, purple	Red, beige	Black, grey	Green, white	Black, red, grey	Beige, burgundy
	Background	Picture	Picture	Picture	Picture	Black	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	High	High	High	High	High	High
	Relative Brand Size	Large	Large	Large	Large	Large	Large
	Brand Masking	Masked	Masked	Masked	Masked	Not masked	Masked
Extraordinary/useful	High quality image production	YES	NO	YES	YES	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	YES	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	YES	NO	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	YES	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	YES	YES	NO	YES
	The use of sophisticated and elegant models	NO	YES	YES	NO	NO	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	YES	YES	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	YES	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	YES	YES	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	YES	YES	YES	YES	YES
	A different meme structure from the usual one	YES	YES	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	YES	YES	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	YES	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	YES	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	YES	YES	YES	YES	NO
	If the meme means something to people	NO	YES	NO	NO	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	YES	YES	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	YES	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	YES	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	NO	YES







Attachment BI: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	4722	25810	731	875	1466	961
	Number of comments	21	245	29	5	5	13
	Concepts used	Amazing, love, yes, mentions	No face, lol, no, disgusted emojis, laugh	Mentions, smiling emojis	Heart emojis, legend	Smiling emojis, same	Heart emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	YES	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	YES	NO	NO	YES	NO	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	YES	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	NO	NO	NO	NO
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO	NO	NO	NO
	% of people that like the meme and follow the brand page	10%	0%	0%	20%	20%	20%
	Hashtags	#freddiemad e	#schiaparelli #couture #highfashion #fashion, etc	#freddiema de	#vote #valentino #UncensoredVLogoSignature #siduations	#vote #valentino #UncensoredVLogoSignature #siduations	#vote #valentino #UncensoredVLogoSignature #siduations
	Visual complexity	High	Medium	High	High	High	Medium

	Quantity of objects	High	High	High	High	High	High
	Irregularity of objects	Low	Low	Low	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	High	High	High	High
	Irregularity of object arrangement	Low	Low	Low	High	High	Low
	Colours	Yellow, beige, blue	Black, gold	Blue, brown, black	Red, white, blue	Red, green, white	White, black, red
	Background	Picture	Picture	Picture	Picture	Picture	Picture
	Typography	Simple		Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short		Short			
	Brand Identification Difficulty	Easy	Difficult	Easy	Difficult	Difficult	Difficult
	Brand Contrast	High	Low	High	Low	Low	Low
	Relative Brand Size	Large	Small	Large	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	YES	NO	YES	YES	YES
	If the meme transmits a useful message	NO	NO	NO	NO	YES	YES
	If the meme is exceptional	YES	NO	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	YES	NO	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	YES	YES	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	YES	YES	YES	YES	YES	YES
	The use of sophisticated and elegant models	YES	YES	NO	YES	YES	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	YES	NO	YES	YES	YES
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	YES	YES	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	YES	YES	YES	NO	YES	YES
	A different meme structure from the usual one	YES	NO	YES	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES

	A different type of humor (e.g. more sophisticated, or more dark)	YES	YES	YES	YES	YES	YES
	Innovative and creative meme	YES	YES	YES	YES	YES	YES
Authentic	If the meme makes sense overall	YES	YES	YES	NO	NO	NO
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	NO	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	NO	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	NO	NO	NO
	A large number of likes if posted in social media	NO	YES	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	YES	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	YES	YES	YES
	If the meme means something to people	YES	NO	NO	NO	YES	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	YES	YES
	If the meme is iconic	YES	YES	YES	YES	YES	YES
Energetic	The use of strong and different colours	YES	NO	NO	YES	NO	NO
	Youthful humor	NO	NO	YES	NO	NO	NO
	Active and movement elements in the image	YES	NO	YES	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	YES







Attachment BJ: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	386	549	524	1098	945	1803
	Number of comments	8	15	7	19	5	12
	Concepts used	Brilliant, yes, vote	Genius, amazing, smiling emojis	Great content, love, genius	Bravo, genius	Love your work, amazing	Mentions, cute, love
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	NO	YES	NO	NO	NO	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, “love it”, ...)	YES	YES	YES	YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	NO	NO	NO	NO	YES
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO	YES	YES	YES
	% of people that like the meme and follow the brand page	0%	20%	20%	20%	20%	10%
	Hashtags						
	Visual complexity	High	High	Low	Low	Medium	Medium
	Quantity of objects	High	Low	Low	Low	High	Low
	Irregularity of objects	High	High	Low	Low	Low	Low
	Dissimilarity of objects	High	High	Low	Low	High	High
	Detail of objects	High	High	Low	High	High	High

	Asymmetry of object arrangement	High	High	High	Low	Low	Low
	Irregularity of object arrangement	Low	Low	Low	Low	Low	Low
	Colours	Brown, pink, white	Grey, beige	Black, white	Black, white	Black, white	White, brown, black
	Background	Picture	Picture	White	White	White	White
	Typography	Customised	Simple	Customised	Simple	Customised	Customised
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Difficult	Easy	Easy	Easy	Easy
	Brand Contrast	High	Low	High	High	High	Low
	Relative Brand Size	Large	Small	Large	Large	Large	Small
	Brand Masking	Not masked	Masked	Masked	Not masked	Not masked	Not masked
Extraordinary/useful	High quality image production	YES	NO	YES	YES	YES	YES
	If the meme transmits a useful message	YES	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	NO	YES	YES	YES	YES
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	YES	YES	YES	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	NO	NO	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	YES	YES	NO	NO
	High quality images and text	YES	NO	YES	YES	YES	YES
	“Clean” image/Picture	NO	NO	YES	YES	YES	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	NO	NO
	A different meme structure from the usual one	YES	NO	YES	YES	YES	YES
Authentic	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	YES	YES	YES	YES
Authentic	Innovative and creative meme	YES	NO	YES	YES	YES	YES
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	YES	YES	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	YES	YES	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	NO	YES	YES	YES	YES	NO
	When the meme is about "being part of a different subculture"	NO	YES	YES	YES	YES	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	YES	YES	YES	YES
	If the meme means something to people	YES	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	YES	NO	NO	NO	NO	NO
	If the meme is iconic	YES	NO	YES	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	NO	NO	NO	NO



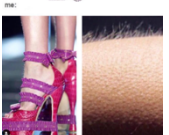
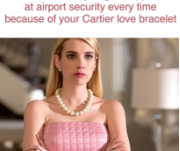


Attachment BK: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	1167	15934	11986	15604	8008	20820
	Number of comments	18	206	117	293	162	263
	Concepts used	Yes, true, mentions	True, facts, smiling emojis	Mentions, smiling emojis	Mentions, smiling emojis	Smiling emojis	Lmao, omg
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	NO	YES	YES	YES
	If the meme makes viewers think about the brand products and its positives	NO	NO	NO	YES	NO	NO
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	10%
	Hashtags						#rafsimons #fashion #trump #politics, etc
	Visual complexity	High	High	High	High	High	Low
	Quantity of objects	High	High	High	Low	Low	Low
	Irregularity of objects	High	High	High	Low	Low	Low

	Dissimilarity of objects	High	Low	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	Low	High	High	High	Low
	Irregularity of object arrangement	High	Low	Low	Low	High	Low
	Colours	Pink, red, purple	Grey	Pink, blue, grey	Grey, beige, black	Red, blue	Black, green, pink
	Background	Picture	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	
	Long/Med/Short Text	Short	Medium	Short	Medium	Short	
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Difficult
	Brand Contrast	High	Low	Low	High	Low	Low
	Relative Brand Size	Large	Small	Small	Large	Small	Small
	Brand Masking	Masked	Masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	NO	NO	NO	YES
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	YES	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	YES	NO	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	YES	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	NO	NO	NO	YES
	“Clean” image/Picture	NO	NO	NO	NO	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
	Bold, daring and fearless caption not afraid to break rules	YES	YES	NO	YES	YES	NO
Original	A different meme structure from the usual one	YES	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	NO	YES	YES	NO	YES
	A different type of humor (e.g. more sophisticated, or more dark)	YES	NO	NO	NO	YES	YES
	Innovative and creative meme	YES	NO	NO	NO	NO	NO

Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	NO	NO	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	NO	NO	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	YES	YES	YES
	A large number of likes if posted in social media	NO	YES	YES	YES	NO	YES
	If it's a meme/image appreciated by most people on the internet	NO	YES	YES	YES	YES	NO
	If it's a meme or image known by a large amount of people	NO	YES	NO	YES	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	NO	YES
	If the meme means something to people	NO	NO	NO	NO	NO	YES
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	YES	NO	NO	YES	YES	NO
Energetic	The use of strong and different colours	YES	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	YES	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	YES	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	NO






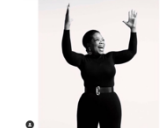
Attachment BL: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	3500	3150	2180	7866	5997	950
	Number of comments	149	42	39	57	118	7
	Concepts used	Mentions, accurate, omg	Nicolas, LV	Dior, ugly	Mentions, love, nice, so good	Mentions, smiling emojis, genius	Oh yes, A+, heart emojis
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	NO	NO	NO	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	YES	YES	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	YES	YES	YES
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	YES	NO	NO	NO
	If the meme makes viewers think about the brand products and its positives	YES	YES	NO	NO	YES	YES
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags						
	Visual complexity	High	High	Medium	High	Medium	Medium
	Quantity of objects	High	High	Low	High	Low	Low
	Irregularity of objects	Low	Low	Low	Low	Low	High
	Dissimilarity of objects	High	High	High	High	High	High

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	Low	Low	High
	Irregularity of object arrangement	Low	Low	High	High	High	High
	Colours	Beige, blue	Brown	Pink	Green, white	Black, red, grey	Beige, burgundy
	Background	White	White	White	Picture	Black	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	High	High	High
	Relative Brand Size	Small	Small	Small	Large	Large	Large
	Brand Masking	Masked	Masked	Not masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	YES	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	YES	YES	YES
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	YES	NO	YES
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	YES
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	YES	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	YES	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	YES	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	YES	NO	YES	YES	YES
	A different meme structure from the usual one	NO	NO	NO	YES	YES	YES
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	YES	NO	YES	YES	YES
Authentic	Innovative and creative meme	NO	YES	NO	YES	YES	YES
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	NO	NO
	If the meme doesn't seem artificial	YES	YES	NO	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	NO	NO	YES	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	YES	NO
	If the meme means something to people	NO	NO	NO	NO	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	YES	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	YES	YES	YES	YES	NO

Attachment BM: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

							
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	2036	1399	1258	1690	1691	2412
	Number of comments	79	44	30	57	28	44
	Concepts used	Lmao, true, maria grazia, accurate	Riccardo, lmao, agree	Same, mentions	Gucci, accurate	Smiling emojis, lgbtq	Lol, lmao
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	NO	NO	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	YES	YES	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	YES	YES	YES	YES	YES	YES
	Comments asking /stating about the brand	YES	YES	YES	YES	YES	YES
	If the meme makes viewers think about the brand products and its positives	YES	YES	YES	YES	YES	YES
	% of people that like the meme and follow the brand page	0%	30%	20%	20%	10%	30%
	Hashtags						
	Visual complexity	High	Medium	High	High	High	Low
	Quantity of objects	High	Low	High	High	High	Low
	Irregularity of objects	High	Low	Low	High	High	Low
	Dissimilarity of objects	High	High	High	High	High	Low
	Detail of objects	High	High	High	High	High	High

	Asymmetry of object arrangement	High	High	Low	High	High	High
	Irregularity of object arrangement	Low	Low	Low	Low	High	Low
	Colours	Blue, purple	Orange, pink	Blue, red	Red, grey	Black, white, beige	Black, white
	Background	Picture	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Difficult	Easy	Easy	Easy	Easy	Difficult
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	YES	NO	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	YES
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	NO	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	YES
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
Original	Bold, daring and fearless caption not afraid to break rules	NO	YES	YES	NO	YES	NO
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	NO	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	YES	YES	YES	YES	YES
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	NO	YES	NO	YES
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	NO
Energetic	The use of strong and different colours	YES	YES	YES	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	YES	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	YES
	High visual complexity	YES	NO	YES	YES	YES	NO







Attachment BN: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	2096	2367	1449	1835	1173	1173
	Number of comments	33	59	24	39	16	16
	Concepts used	Smiling emojis, true, mentions	Lmao, omg, gucci	Mentions, yay, love this	Mentions, smiling emojis, sad but true	Smiling emojis, awesome, dead	Smiling emojis, awesome, dead
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	NO	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	YES	NO	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	YES	NO	NO	NO	NO
	Comments asking /stating about the brand	NO	YES	NO	NO	NO	NO
	If the meme makes viewers think about the brand products and its positives	NO	YES	NO	NO	NO	NO
	% of people that like the meme and follow the brand page	30%	30%	30%	10%	10%	0%
	Hashtags						
	Visual complexity	High	High	High	High	Medium	Low
	Quantity of objects	High	High	Low	High	Low	Low
	Irregularity of objects	High	Low	High	High	High	High
	Dissimilarity of objects	High	High	High	High	High	High

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	High	High	High	High	High	High
	Irregularity of object arrangement	Low	Low	Low	Low	Low	Low
	Colours	Yellow, black, blue	Black, white, pink	Blue, black	Blue, yellow, brown	Pink	Skin tone
	Background	White	White	White	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Short	Short	Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	High	Low	Low
	Relative Brand Size	Small	Small	Small	Large	Small	Small
	Brand Masking	Not masked	Not masked	Masked	Not masked	Masked	Masked
Extraordinary/useful	High quality image production	YES	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	NO	NO	NO	NO
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	YES	NO	NO	NO	NO
	The use of sophisticated and elegant models	NO	YES	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	YES	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
	Bold, daring and fearless caption not afraid to break rules	NO	NO	YES	NO	YES	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	YES	NO	YES	NO	YES
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	NO

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	YES	NO	NO	YES	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	NO
	If the brand/meme doesn't try to be something it is not	YES	NO	NO	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	NO	YES	YES	NO	NO	NO
	When the meme is about "being part of a different subculture"	NO	YES	YES	NO	NO	NO
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	YES	NO	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	YES	YES	NO	YES	NO	NO
	If the meme means something to people	NO	NO	NO	NO	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	YES	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	YES	NO	NO	YES	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	YES	NO	NO	NO	YES	NO
	High visual complexity	YES	YES	YES	YES	YES	NO

Attachment BO: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

		<p>"Looks at Dolce Men's"</p> 	<p>"Kate and Naomi come down LV runway" Me:</p> 		<p>me watching an iris van herpen couture show vs me watching a dior couture show</p> 	<p>everyone WE WANT DRAMA, SILHOUETTE, CRAFTSMANSHIP drama's balenciaga, say no more</p> 	<p>gucci has accurately portrayed the two types of people that exist at the beach</p> 
	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	1173	1173	6522	4515	394	40
	Number of comments	16	16	129	89	2	0
	Concepts used	Smiling emojis, awesome, dead	Smiling emojis, awesome, dead	Lol, Karl, true, smiling emojis	Mentions, true, dior	Mention, fire emojis	
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	NO
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	NO	NO	NO	
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	NO	NO	
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	YES	YES	NO	
	Comments asking /stating about the brand	NO	NO	YES	YES	NO	
	If the meme makes viewers think about the brand products and its positives	NO	NO	YES	YES	YES	
	% of people that like the meme and follow the brand page	0%	0%	0%	10%	0%	0%
	Hashtags						
	Visual complexity	Medium	Medium	High	High	High	High
	Quantity of objects	Low	Low	High	High	High	Low
	Irregularity of objects	High	High	High	High	High	Low
	Dissimilarity of objects	High	High	High	High	High	High

	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	High	High	High	High
	Irregularity of object arrangement	Low	Low	High	High	High	Low
	Colours	Black	Green	Pink, grey	Black, white, beige	Black, blue	Blue, black, red
	Background	White	White	Picture	White	White	White
	Typography	Simple	Simple	Simple	Simple	Simple	Simple
	Long/Med/Short Text	Short	Short	Short	Medium	Short	Short
	Brand Identification Difficulty	Easy	Easy	Difficult	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinary/useful	High quality image production	NO	NO	NO	NO	NO	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	YES	NO	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	YES	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	YES	YES	NO
	The use of sophisticated and elegant models	NO	YES	YES	NO	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	NO	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	NO	YES
Original	Bold, daring and fearless caption not afraid to break rules	NO	NO	YES	YES	NO	YES
	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO
	The use of a different type of image besides the most used ones on the internet	YES	YES	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	YES	YES	YES
Authentic	Innovative and creative meme	NO	NO	NO	NO	NO	NO
	If the meme makes sense overall	YES	YES	YES	YES	YES	YES

	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	YES	YES	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	YES	YES	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	NO	NO
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	YES	YES	YES	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	YES	NO	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	YES	NO	NO
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	YES	NO	YES	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	NO	NO	YES	NO	NO
	High visual complexity	NO	NO	YES	YES	YES	YES

Attachment BP: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity).

	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	2657	945	1347	2318	26796	498
	Number of comments	166	15	28	62	832	23
	Concepts used	Louis Vuitton, collection, mentions	Smiling emojis, omg, mentions	Lol, mentions, smiling emojis	Mentions, the accuracy, loved it	Horns, designs,	Mentions, smiling emojis, so good
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	YES	NO	NO	NO	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	NO	NO	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	NO	YES	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	YES	NO	NO	NO	YES	NO
	Comments asking /stating about the brand	YES	NO	NO	NO	YES	NO
	If the meme makes viewers think about the brand products and its positives	YES	NO	NO	YES	NO	YES
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags		#fashionassistants #stylingassistant #stylistassistant	#fashionassistants #stylingassistant #stylistassistant	#fashionassistants #stylingassistant #stylistassistant	#burberry #fashionstatement #givenchy #couture	#fulllookpolice #fashionassistants #stylingassistant

							#stylistassista nt
	Visual complexity	Medium	Low	High	High	High	High
	Quantity of objects	Low	Low	High	High	High	Low
	Irregularity of objects	Low	Low	High	Low	Low	High
	Dissimilarity of objects	High	Low	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	High	High	High	High
	Irregularity of object arrangement	Low	Low	High	Low	Low	Low
	Colours	White	Orange	Purple	White, beige, green	Black, blue, red	Green, yellow
	Background	White	Picture	Picture	White	Picture	White
	Typography	Simple	Simple	Simple	Simple		Simple
	Long/Med/Short Text	Medium	Short	Medium	Short		Short
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Difficult	Easy
	Brand Contrast	Low	Low	Low	Low	Low	Low
	Relative Brand Size	Small	Small	Small	Small	Small	Small
	Brand Masking	Masked	Masked	Masked	Masked	Masked	Masked
Extraordinar y/useful	High quality image production	NO	NO	NO	NO	YES	NO
	If the meme transmits a useful message	NO	NO	NO	NO	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	YES	NO
High Status	The absence of slang in the text	YES	YES	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	NO	NO	YES	NO
	The use of sophisticated and elegant models	NO	NO	NO	NO	NO	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	NO	NO	YES	NO
	“Clean” image/Picture	NO	NO	NO	NO	NO	NO
Rebellious	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
	The use of shocking or controversial images	NO	NO	NO	NO	YES	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	YES	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	NO

	The use of a different type of image besides the most used ones on the internet	YES	YES	NO	NO	YES	NO
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	YES	NO	NO
	Innovative and creative meme	NO	NO	NO	NO	NO	NO
Authentic	If the meme makes sense overall	YES	NO	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	NO	NO	NO	NO
	If the meme doesn't seem artificial	YES	NO	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	NO	NO	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	NO	NO	NO	NO	YES	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	YES	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	NO	NO	YES	YES	YES	YES
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES	NO
	If the meme means something to people	NO	NO	NO	NO	YES	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	YES	NO
	If the meme is iconic	NO	NO	NO	NO	YES	NO
Energetic	The use of strong and different colours	NO	YES	NO	NO	NO	NO
	Youthful humor	NO	NO	NO	NO	NO	NO
	Active and movement elements in the image	NO	NO	NO	NO	YES	YES
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	YES	NO
	Excitement and enthusiasm	NO	NO	NO	NO	NO	NO
	High visual complexity	YES	NO	YES	YES	YES	YES

Attachment BQ: Meme analysis (Brand Coolness, Consumer Brand Engagement and Measures and Effects of Visual Complexity)

	Source	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Activation dimension	Number of likes	256	121	6522	7866	3103	6996
	Number of comments	16	7	129	57	70	60
	Concepts used	Mentions	Mentions	Love these, brands, kylie	Love these, brands, kylie	Lmao, mentions	Mentions, so true
Affective dimension	The use of funny and enjoyable elements on the meme remoting to happiness and fun	YES	YES	YES	YES	YES	YES
	Viewers expressing their emotions towards brand on comments with emojis or enjoyable comments	NO	NO	YES	YES	NO	NO
	Passionate elements on the meme (hearts or sentences) appealing to emotions	NO	NO	NO	NO	NO	NO
	Viewers expressing their pride on following the brand	NO	NO	YES	YES	NO	NO
Cognitive dimension	Comments on the post that show some love to the brand (love emojis, "love it", ...)	NO	NO	YES	YES	NO	NO
	Comments on the post that show some willingness/excitement to know more about the brand	NO	NO	YES	YES	NO	YES
	Comments asking /stating about the brand	NO	NO	YES	YES	YES	YES
	If the meme makes viewers think about the brand products and its positives	NO	NO	YES	YES	YES	YES
	% of people that like the meme and follow the brand page	0%	0%	0%	0%	0%	0%
	Hashtags	#fashionassistants #stylingassistant #stylistassistant	#fashionassistants #stylingassistant #stylistassistant	#dietprada #jacquemus #alexanderwang #fashion #nyfw, etc	#dietprada #jacquemus #alexanderwang #fashion #nyfw, etc		
	Visual complexity	Medium	High	High	High	Low	Medium
	Quantity of objects	Low	Low	High	High	Low	Low

	Irregularity of objects	Low	Low	Low	Low	Low	Low
	Dissimilarity of objects	Low	Low	High	High	High	High
	Detail of objects	High	High	High	High	High	High
	Asymmetry of object arrangement	Low	Low	High	High	Low	High
	Irregularity of object arrangement	Low	Low	High	High	Low	Low
	Colours	Black	Beige	White, black	Red, black	Black	White, green, blue
	Background	White	White	White	White	White	Picture
	Typography	Simple	Simple	Simple	Simple	Simple	Customised
	Long/Med/Short Text	Medium	Medium	Short	Short	Medium	Medium
	Brand Identification Difficulty	Easy	Easy	Easy	Easy	Easy	Easy
	Brand Contrast	Low	Low	Low	Low	High	Low
	Relative Brand Size	Small	Small	Small	Small	Large	Small
	Brand Masking	Masked	Masked	Not masked	Not masked	Not masked	Not masked
Extraordinary/useful	High quality image production	NO	NO	YES	YES	YES	NO
	If the meme transmits a useful message	NO	NO	YES	YES	NO	NO
	If the meme is exceptional	NO	NO	NO	NO	NO	NO
High Status	The absence of slang in the text	YES	NO	YES	YES	YES	YES
	Being a content created by the brand itself	NO	NO	NO	NO	NO	NO
	If it is a content from a luxury campaign	NO	NO	NO	NO	NO	NO
	The use of colors such as black, white and gold	NO	NO	NO	NO	NO	NO
	Glamorous, exclusive and sophisticated elements in the image	NO	NO	YES	YES	YES	YES
	The use of sophisticated and elegant models	NO	NO	YES	YES	YES	NO
Aesthetically appealing	If the meme is clean and has an appealing aesthetic	NO	NO	NO	NO	NO	NO
	High quality images and text	NO	NO	YES	YES	YES	NO
	“Clean” image/Picture	NO	NO	NO	NO	YES	NO
	“Attractive” layout and design with a nice appearance	NO	NO	NO	NO	NO	NO
Rebellious	The use of shocking or controversial images	NO	NO	NO	NO	NO	NO
	Bold, daring and fearless caption not afraid to break rules	NO	NO	NO	NO	YES	YES
Original	A different meme structure from the usual one	NO	NO	NO	NO	NO	YES
	The use of a different type of image besides the most used ones on the internet	NO	NO	YES	YES	YES	YES
	A different type of humor (e.g. more sophisticated, or more dark)	NO	NO	YES	YES	YES	YES

	Innovative and creative meme	NO	NO	NO	NO	NO	YES
Authentic	If the meme makes sense overall	YES	YES	YES	YES	YES	YES
	When a brand/meme doesn't try too hard to be cool being loyal to its essence	NO	NO	YES	YES	NO	NO
	If the meme doesn't seem artificial	YES	YES	YES	YES	YES	YES
	If the brand/meme doesn't try to be something it is not	NO	NO	YES	YES	NO	NO
Subcultural	Reference about a cultural group (eg people who like sports, high fashion, luxury)	YES	YES	YES	YES	YES	YES
	The meme makes people who understand it different from others, has symbols from a group of people different from others	YES	YES	YES	YES	YES	YES
	When the meme is about "being part of a different subculture"	YES	YES	YES	YES	YES	YES
Popular	Celebrities, famous people, figures or famous cartoons	YES	YES	YES	NO	NO	NO
	A large number of likes if posted in social media	NO	NO	NO	NO	NO	NO
	If it's a meme/image appreciated by most people on the internet	NO	NO	NO	NO	NO	NO
	If it's a meme or image known by a large amount of people	YES	YES	NO	NO	NO	NO
Iconic	Specific icon in a meme, a symbol with meaning (can be a symbol of a brand that has meaning to consumers)	NO	NO	NO	NO	YES	NO
	If the meme means something to people	NO	NO	NO	NO	NO	NO
	If the meme transmits a strong message that has meaning to people	NO	NO	NO	NO	NO	NO
	If the meme is iconic	NO	NO	NO	NO	NO	YES
Energetic	The use of strong and different colours	NO	NO	NO	NO	NO	YES
	Youthful humor	NO	NO	NO	NO	NO	YES
	Active and movement elements in the image	NO	YES	YES	YES	NO	NO
	Exciting activities and extreme sports in the images	NO	NO	NO	NO	NO	NO
	Excitement and enthusiasm	NO	YES	NO	NO	NO	NO
	High visual complexity	NO	YES	YES	YES	NO	YES