

# COUNCIL of FASHION DESIGNERS of AMERICA

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Final Project

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GROUP 3

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CFDA



**SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

# TABLE OF CONTENTS

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|  |    |
|--|----|
| ORGANIZATION BACKGROUND                | 1  |
| EXECUTIVE SUMMARY                      | 2  |
| RECOMMENDATIONS                        | 3  |
| <br>                                   |    |
| OWNED DATA                             | 4  |
| ANALYSIS                               | 5  |
| ACTIONABLE INSIGHTS                    | 10 |
| <br>                                   |    |
| EARNED DATA & COMPARABLE ORGANIZATIONS | 11 |
| EXECUTIVE SUMMARY                      | 12 |
| RECOMMENDATIONS                        | 13 |
| DATA DESCRIPTION                       | 15 |
| ANALYSIS                               | 16 |
| <br>                                   |    |
| EARNED COMPETITION                     | 23 |
| COMPETITORS                            | 24 |
| ANALYSIS                               | 25 |
| <br>                                   |    |
| EARNED TOPIC THEME ANALYSIS            | 29 |
| RECOMMENDATIONS                        | 30 |
| DATA DESCRIPTION                       | 31 |
| ANALYSIS                               | 32 |
| <br>                                   |    |
| TOOL ANALYSIS                          | 37 |
| RECOMMENDATIONS                        | 38 |
| ANALYSIS                               | 39 |
| <br>                                   |    |
| MENTOR NOTES                           | 43 |
| <br>                                   |    |
| APPENDIX                               | 44 |

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# ORGANIZATION BACKGROUND

Founded in 1962, The Council of Fashion Designers of America provides membership to 422 of the country's most prominent womenswear, menswear, jewelry and accessory designers. The non-profit organization's mission is to "strengthen the impact of American fashion in the global economy."

The CFDA was founded by Elanour Lambert– who believed American art and fashion had the potential to thrive amongst international fashion competitors. Since its founding, CDFA has helped American designers enter and remain a prominent part of a highly exclusive and competitive fashion world.

Most notably, the CFDA is known for hosting the annual CFDA Fashion Awards, as well as for their ownership of the fashion calendar. With this ownership, the CFDA oversees the organization of fashion weeks throughout the year and their corresponding designers/shows.



CFDA

# EXECUTIVE SUMMARY

DATA

QUESTIONS

**TOOLS USED:** Brandwatch, Excel

**SOCIAL PLATFORM:** Twitter

**DATE RANGE:** the range of the data set is a 5 month period between August 19th, 2021 and January 26th, 2022

**VOLUME:** 308 tweets were analyzed of various themes, hashtags, mention types, image content, and URL target types

1) Which tweet formats/elements drive the highest engagement from CFDA's audience?

2) Which tweet elements can be combined to optimize possible engagement?

3) How can CFDA better cater to their existing audience while also expanding their following?

# RECCOMENDATIONS

| STRATEGY  | WHY & HOW  |
|---|--|
| <p>USE CELEBRITIES AS A VEHICLE FOR PROMOTING DESIGNS/DESIGNERS</p>   | <p>The CFDA's mission is to promote the designs of their members. The best way to attract exposure to these designs is by posting celebrities wearing them. <b>The image content should feature celebrities, while the text in the tweet should be about the designer, both crediting and directly mentioning them.</b></p> <p>Tweets with celebrity image content gained on average 5 times the engagement of any other category.</p> |
| <p>IN BETWEEN EVENTS, CONTINUE POSTING FROM PREVIOUS EVENTS TO GENERATE PROMOTION AND STIMULATE CONTINUOUS ENGAGEMENT</p> | <p>This is a great opportunity for CFDA to keep their audience captivated by showing the popular events from different perspectives. For example, <b>behind the scenes content, interviews with industry professionals, and throwback posts can be leveraged to fulfill this.</b> This is based on the spike analysis which shows Twitter's highest mention point on November 8th at 19,555.</p>                                       |
| <p>USE POPULAR EVENT TIME AND ENGAGEMENT TO PROMOTE LESSER KNOWN INFORMATION</p>  | <p>On the other hand, the CFDA can utilize the high engagement during planned fashion and award shows to promote designers, opportunities, &amp; partnerships. <b>Using event hashtags during airtime will expose a larger audience to these undiscovered entities.</b></p> <p>Event hashtags are the most successful way to accumulate engagement - 45% of our data set.</p>  |

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# Owned Data



# THEME ANALYSIS

## FINDINGS:

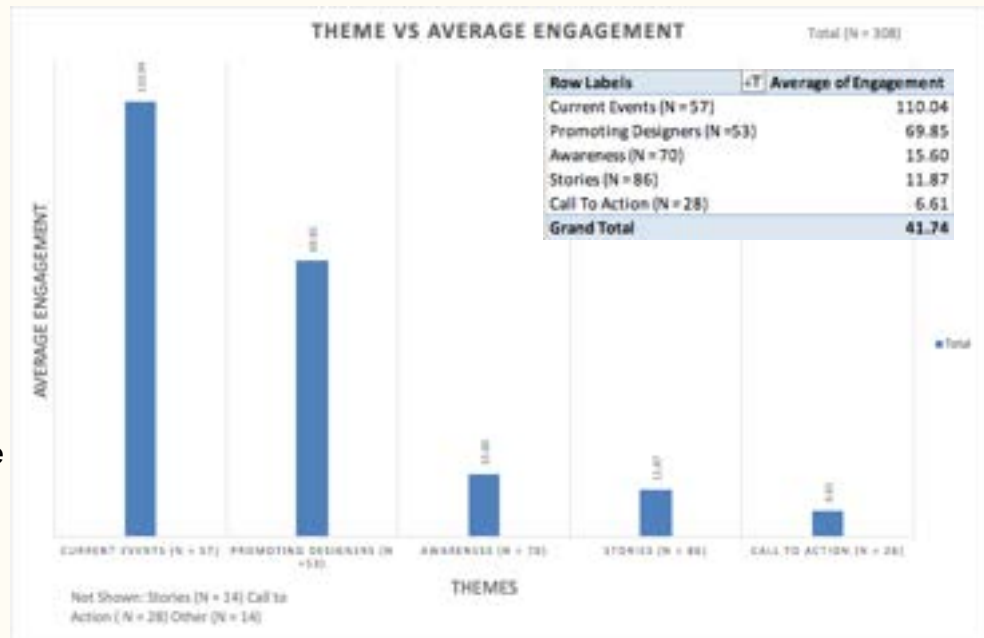
- We found that Tweet themes regarding current events and promoting designers garnered more engagement than other forms, such as awareness and stories.

- The highest engagement came from current events; notable events including New York Fashion Week and the CFDA Awards.

- Over half of the tweets included in our data set are one of these two categories.

## IMPLICATIONS:

It is clear that the CFDA audience has the most interest in staying updated on the current trends and designs. The non-profit can use these headline periods when trying to promote awareness & call to action from their target group.





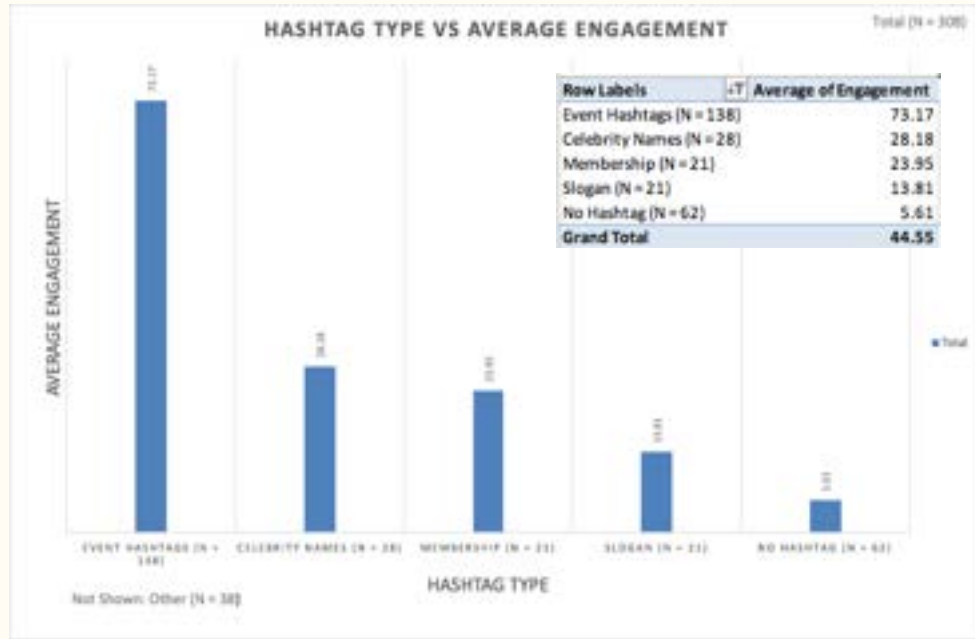
# HASHTAG TYPE ANALYSIS

## FINDINGS:

- The analysis illustrates that event hashtags are the most successful way to accumulate engagement - 45% of our data set.
- Similar to theme type, #NYFW and #CFDAwards are the most used. Hashtags promoting celebrity names and membership, such as #CFDAMember, also garner mass attention.
- **Tweets with celebrity image content gained on average 5 times the engagement of any other category.**

## IMPLICATIONS:

The CFDA can gather the most attention by using multiple hashtags. Combining event hashtags and celebrity names will allow them to be reached by a larger audience. From our data set, this would include 54% of tweets, ensuring designer and membership promotion.



cfda.com Awards Scoop: CFDA Names Anya Taylor-Joy F



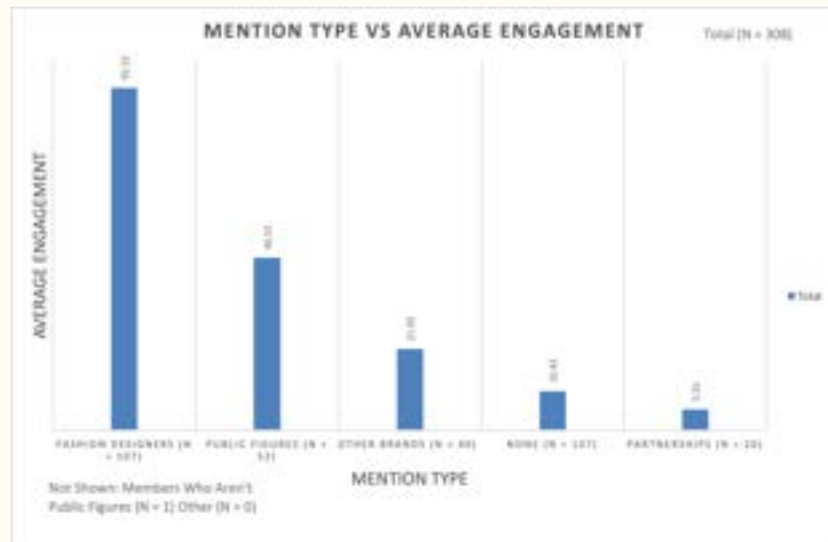


# MENTION TYPE ANALYSIS

| Row Labels                            | Average of Engagement |
|---------------------------------------|-----------------------|
| Fashion Designers (N = 107)           | 92.52                 |
| Public Figures (N = 52)               | 46.52                 |
| Other Brands (N = 40)                 | 21.95                 |
| None (N = 107)                        | 10.42                 |
| Partnerships (N = 20)                 | 5.55                  |
| Members Who Aren't Public Figures (0) | 1.00                  |
| <b>Grand Total</b>                    | <b>41.12</b>          |

## FINDINGS:

- The analysis illustrates that the mention type "fashion designers" is the most successful with an average rate of engagement at 92.52.
- Following "fashion designers", "public figures" has the most engagement at with the average of 46.52.
- Tweets that mention members who are not public figures has the least rate of engagement at 1.



## IMPLICATIONS:

The CFDA has the best engagement when they mention fashion designers. There is good engagement when there is mention of public figures and other brands. In order to maintain engagement, the CFDA should continue to mention the aforementioned. Using mentions increases the CFDA's reach due to designers and public figures having a high follower count. If no mention type is used, the engagement will significantly decrease.

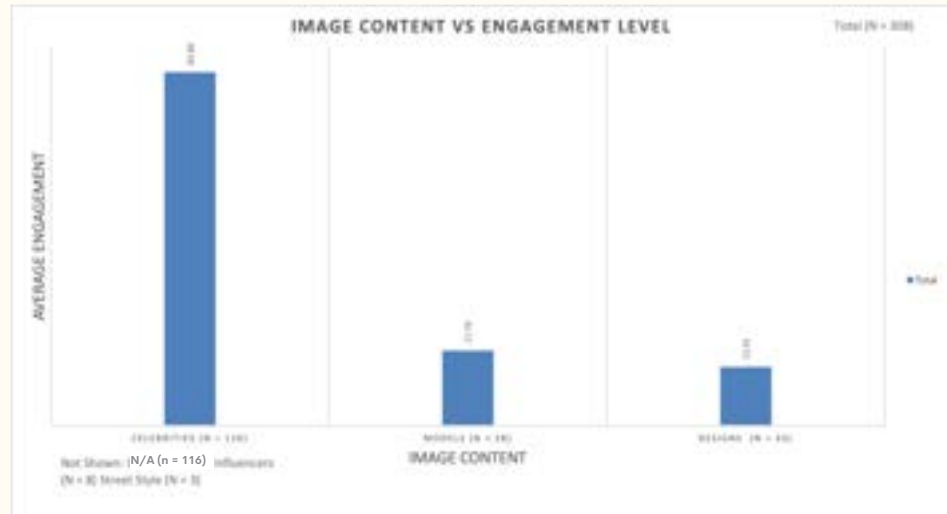


# IMAGE CONTENT ANALYSIS

| Row Labels            | Average of Engagement |
|-----------------------|-----------------------|
| Celebrities (n = 120) | 83.86                 |
| Models (n = 28)       | 17.79                 |
| Designs (n = 33)      | 13.91                 |
| N/A (n = 116)         | 13.79                 |
| Influencers (n = 8)   | 5.50                  |
| Street Style (n = 3)  | 0.67                  |
| <b>Grand Total</b>    | <b>41.12</b>          |

## FINDINGS:

- The data suggests that the highest engaged with image content is those that feature celebrities: **120 of 307 of CFDA's tweets picture A-List celebrities.**
- The more popular or notary the celebrity, the more engagement received.
- **Tweets with celebrity image content gained on average 5 times the engagement of any other category.**



## IMPLICATIONS:

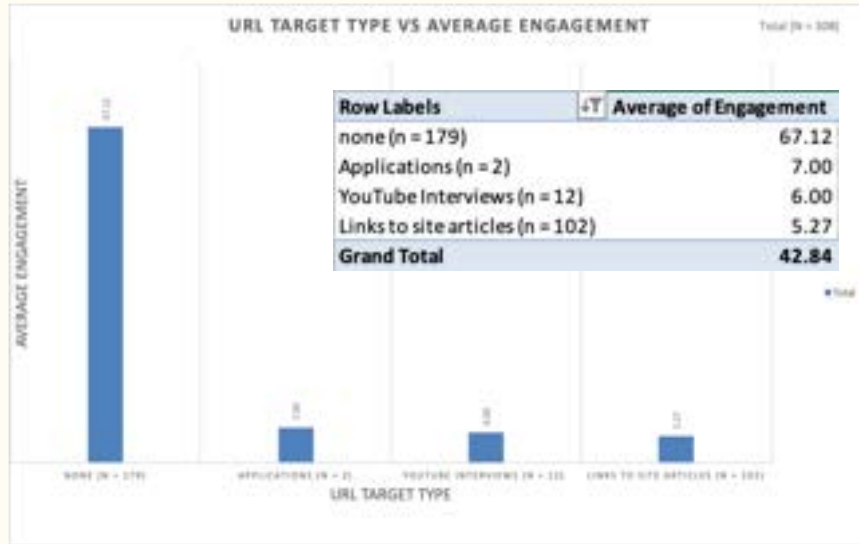
Although the CFDA's mission is to support designers and their work, the smartest way to do so is through the use of major name celebrities. The CFDA can ensure they are promoting these individual designers by making sure the copy is properly crediting the designers, while still leveraging celebrities in their images.



# URL TARGET TYPE ANALYSIS

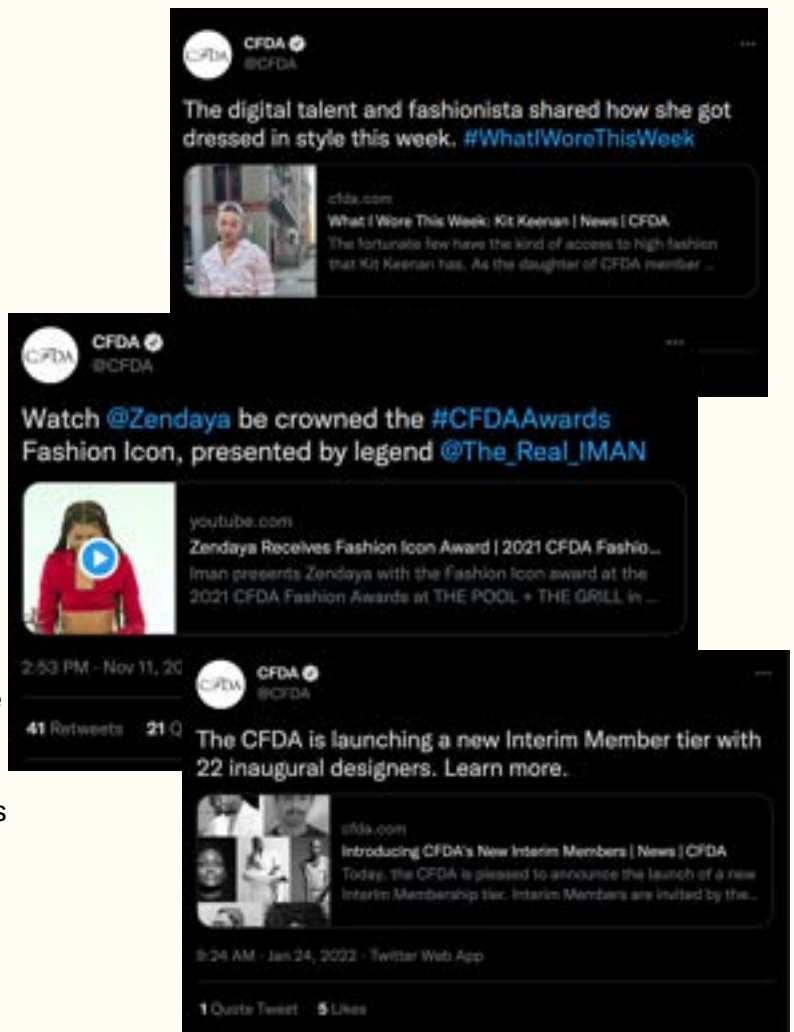
## FINDINGS:

- The data suggests that the tweets with the highest level of engagement, 67%, are tweets with no url link.
- The tweets that get the least amount of engagement are tweets with links to articles on their website.
- Tweets with links to applications and Youtube interviews have nearly the same rate of engagement with only a 1% difference.



## IMPLICATIONS:

Although the CFDA's tweets get more engagement with no url links, the links are still a great way to engage with designers who want to participate in fashion week. In an attempt to improve the engagement for tweets that contain links, images should be added to the tweet. The images can be previews to the what the linked article entail or they can contain the subject of the article. Linking articles to tweets is a great way to drive traffic onto the CFDA website where people can read articles and learn more about the organization and adding images with the links is a great way to lure in more readers.



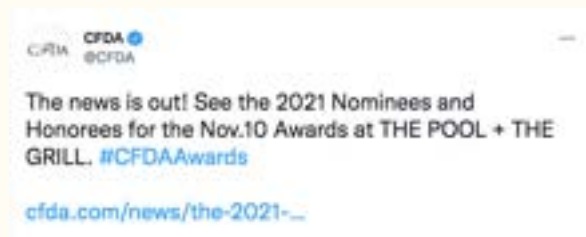
# ACTIONABLE INSIGHTS

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POSTS THAT MENTION  
CELEBRITIES GARNER  
THE MOST ATTENTION  
ON TWITTER



THE AUDIENCE HAS THE  
MOST ENGAGEMENT  
DURING EVENTS  
EX. FASHION & AWARD  
SHOWS



HASHTAG USE, SUCH AS  
#NYFW AND  
#CFDAAWARDS,  
REACHES A BRODER  
AUDIENCE





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# Earned Data & Comparable Organizations



# EXECUTIVE SUMMARY

DATA

QUESTIONS

**TOOLS USED:** Brandwatch,  
Excel

**SOCIAL PLATFORM:** Twitter

**DATE RANGE:** the range of the  
data set is Jan. 1, 2021 - Feb.  
15 2022

**VOLUME:** 84,080 CFDA tweets  
were analyzed by various  
themes.

1) Which social platforms  
drive the highest social  
media activity from CFDA's  
audience?

2) What are the  
demographics make up the  
CFDA Audience?

3) What conversions are  
happening within and  
around the organization?



# STATEMENT OF BUSINESS PROBLEMS

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## AREAS THE CFDA IS LACKING IN:

When looking at the CDFA's social media, it is evident that they are lacking in a few areas. The CDFA overall has a low engagement. When people interact with the fashion non-profit's social media account, it is often with neutral sentiments. The CFDA could perform better on social media if they reach a larger audience and if their current and new audience interacts with them in a positive manner. In order to obtain a higher and more positive engagement, it is recommended that they upload interesting and interactive posts while mentioning influential users during days and times where more people who are interested in fashion and the arts will be on social media.

| AREAS   | HOW TO ADDRESS THEM  |
|---|--|
| <ul style="list-style-type: none"><li><b>1) Low Engagement</b></li><li><b>2) Limited positive sentiments</b></li><li><b>3) Low audience</b></li></ul> | <ul style="list-style-type: none"><li><b>1) If the CFDA uploads interactive posts that are interesting (containing a combination of fun facts, images or URLs) to their audience during peak posting times their engagement should increase.</b></li><li><b>2) To increase positive sentiments the CFDA can upload posts about positive things in fashion and the positive contributions of their members.</b></li><li><b>3) To reach a larger audience, the CFDA should mention and tag members, influential users and designers on their posts as well as use their other other platforms more frequently.</b></li></ul> |

# RECCOMENDATIONS

| STRATEGY   | WHY & HOW  |
|--|--|
| <p>SOCIAL MEDIA CAMPAIGN THAT HIGHLIGHTS AN UPCOMING FASHION SHOW</p>                      | <p>One of the CFDA's goals is to highlight up-and-coming American Fashion Designers and increase their exposure across the global economy. By creating a campaign that highlights an upcoming fashion show, <b>The CFDA will have content to upload to their social media platforms where they can tag designers, models, and members, while also having followers interact with their posts which increases engagement.</b> This will result in a wider reach and higher social media activity across platforms. This strategy targets the time period pre-event, while prior recommendations covered content during and post-event.</p>  |
| STRATEGY   | WHY & HOW  |
| <p>INTERACTIVE POSTS SO USERS CAN DIRECTLY SAY WHO THEY WOULD LIKE TO SEE WIN AN AWARD</p> | <p>When looking at the sentiments regarding the awards theme, the neutral commentary revolves around who was in attendance for the award show and celebrity outfits. A good way to promote the award ceremonies is to incorporate interactive posts using polls, Q&amp;A boxes, and rating scales so viewers can vote, rate and comment about CFDA members, designers and celebrities. <b>Having interactive posts will increase the CFDA's social media engagement and encourage people to like, comment and share the CFDA's posts more often.</b> This will hopefully decrease the 80% of neutral sentiments to create more of a meaningful discourse among the audience,</p> |
| STRATEGY   | WHY & HOW  |
| <p>POST MORE ABOUT ACTIVE CFDA MEMBERS AND WHAT THEY DO</p>                                | <p>One of the themes explored is the CFDA Members. Sentiments about CFDA members are mostly neutral and discuss designers' stats and award recipients. A good way to highlight active members is by posting about their greatest achievements during their birthdays, anniversaries of iconic fashion shows, or relevant historic dates. By doing so, the CFDA can help promote their members and bring in a greater recognition amongst their audience.</p>   |

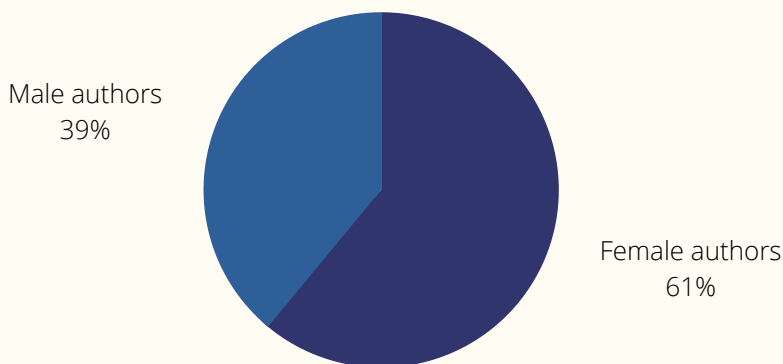
# DATA DESCRIPTION

**Time Period: Jan. 1, 2021 - Feb. 15 2022**

**Total # Post: 84,080**

For the CFDA's data set, a Boolean search was used to analyze specific actions across platforms surrounding the organization. Three themes were examined individually, searching key terms to gather content about the conversations regarding each subject. The CFDA's most involved platforms (Twitter, Tumblr, & Blogs) were broken down to observe what makes these social media platforms the greatest resource for the organization.

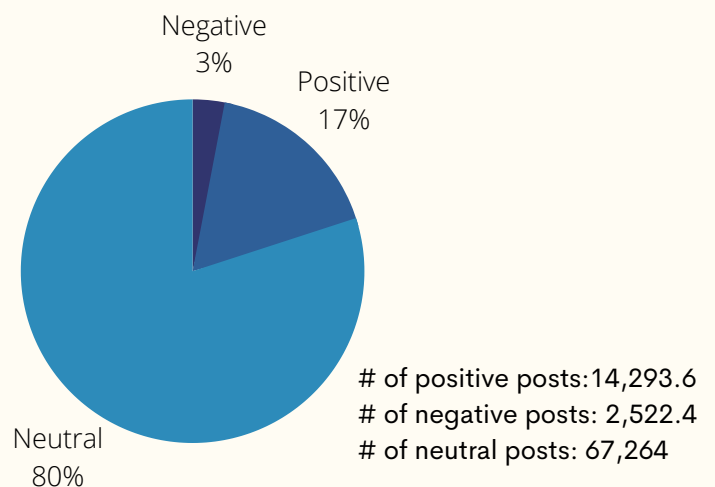
## Gender



Female posts: # 51,288.8  
Male posts: # 32,791.2

This graph depicts that more female users used social media to discuss topics that included the CFDA organization.

## Sentiments



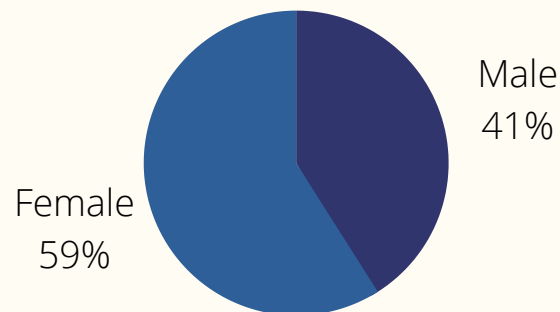
Positive sentiments were congratulating those who won a CFDA award  
Negative sentiments were mainly criticizing designers for using fur, criticizing outfits, and complaining about what cities fashion shows are being held in.  
Neutral sentiments were objective and revolved around who is attending the CFDA awards and who are members.

# PLATFORM ANALYSIS: DEMOGRAPHICS

## TWITTER

- TOP PROFESSIONS ARE ARTISTS, EXECUTIVES, AND JOURNALISTS
- TOP INTERESTS ARE MUSIC, FASHION, & BOOKS

### TWITTER'S GENDER BREAKDOWN



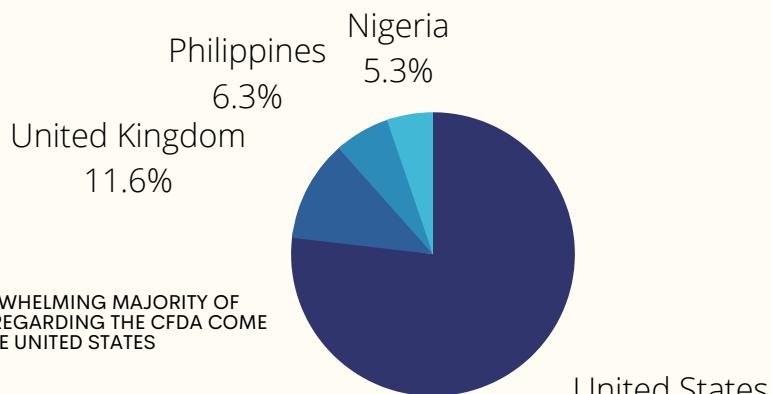
MORE FEMALES ARE ACTIVE ON TWITTER THAN MALES.

Female Authors: # 9,129  
Male Authors: # 6,343

## TUMBLR

- THE TOP LOCATION IS RUSSIA
- 290,801,000 VISITORS PER MONTH
- NO GENDER DATA AVAILIABLE

### TWITTER'S LOCATION BREAKDOWN



AN OVERWHELMING MAJORITY OF TWEETS REGARDING THE CFDA COME FROM THE UNITED STATES

USA: # 20,830  
United Kingdom: # 5,123  
Philippines: # 670  
Nigeria: # 531

## BLOGS

- DUE TO THE NATURE OF BLOGS, THERE IS NO GENDER OR LOCATION DATA TO ANALYZE



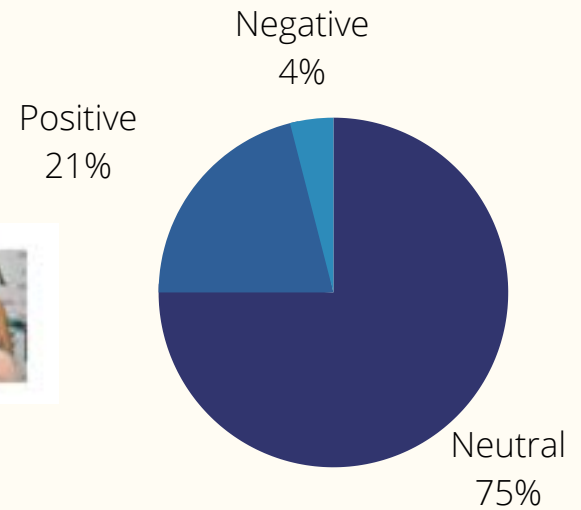
# PLATFORM ANALYSIS: SENTIMENTS

## TWITTER

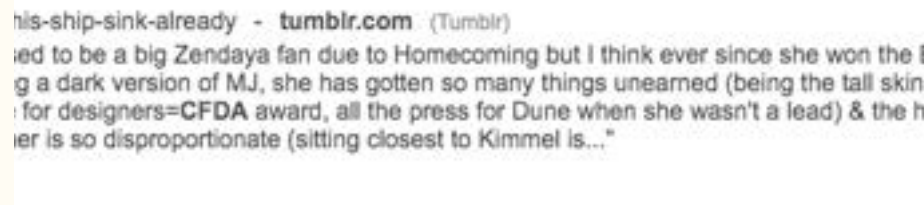


# of positive posts:12,227  
# of negative posts: 2,447  
# of neutral posts:43,397

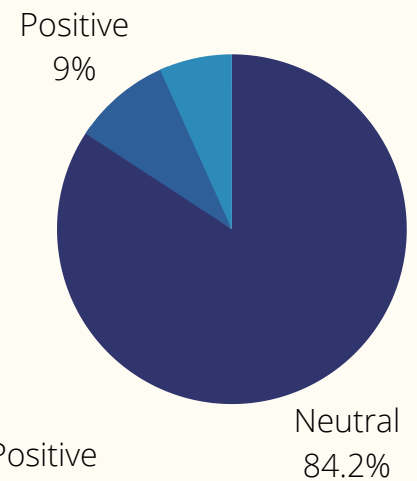
Positive sentiments congratulate different designers who are breaking boundaries and winning awards.  
Negative sentiments critique large fashion businesses on how they operate.  
Neutral posts are objective and state news relating to the fashion industry.



## TUMBLR



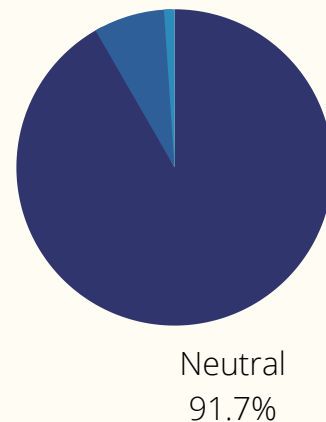
Could not produce data from Brandwatch to gather sentiments



## BLOGS



Could not produce data from Brandwatch to gather sentiments



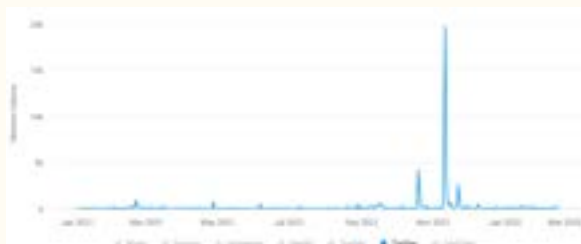
Overall, the CFDA's social media activity across platforms maintains a neutral sentiment. The most neutral platform are blogs at 91%, which makes sense considering these websites are professional organizations that are expected to remain unbiased. The most positive tones come from Twitter at 12%, where often celebrities and designers are being praised for their work. However, the highest negative output comes from Twitter at 5%, where we've seen examples of users being disappointed if their favored celebrity is not rewarded, for example. Tumblr, to our surprise, remains relatively neutral/positive considering the fact that many users take to the platform to voice their strong opinions.

# PLATFORM ANALYSIS

## SPIKE ANALYSIS

TIME PERIOD OF JANUARY 1, 2022 - FEBRUARY 15, 2022

### TWITTER



This graph depicts Twitter's highest mention points. The highest is 19,555 on November 8th.

### TUMBLR



This graph depicts Tumblr's highest mention points. The highest is 398 on November 12th.

### BLOGS



This graph depicts Blogs highest mention points. The highest is 120 on November 12th.



The CFDA's top platforms are Twitter, Tumblr, and Blogs. Across all platforms, there is a major spike in November when the CFDA Awards are held. **Beyond this event:**

Twitter's second highest spike is on Oct 21 with 7169 mentions when Zendaya was announced as the winner of the 2021 CFDA Fashion Icon Award.

Tumblr's highest spike is two days after the CFDA Awards on November 12th, where users mostly shared images of attendees from the event. There were 398 mentions on this day. There are no other notable spikes from Tumblr.

The second highest spike from blogs occurred on May 14th with 45 mentions, when many articles mentioned CFDA's founder, Eleanor Lambert.



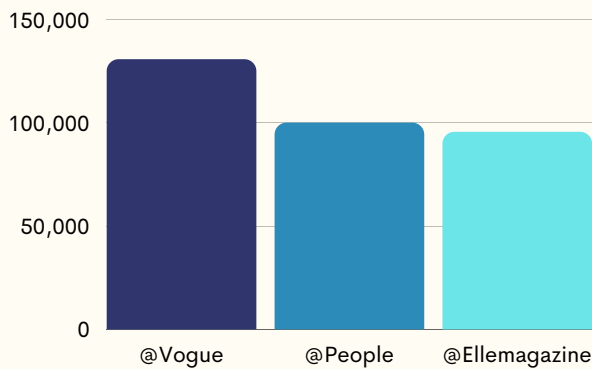
# PLATFORM ANALYSIS

## INFLUENTIAL USERS BY AVERAGE REACH

### TWITTER-

MANY MAGAZINES SPEAK ON THE CFDA MEMBERS AND EVENTS. THE TOP THREE INCLUDE:

- @VOGUEmagazine, with 14,435,816 followers and average reach of 130,743. VOGUE is the most famed fashion magazine and is known for reputable fashion reporting. Posts: 5



- @people, with 7,628,218 followers and average reach of 100,026. People magazine is known for keeping up with celebrity news. Posts: 3



- @ELLEmagazine, with 6,818,195 followers and average reach of 92,578. ELLE is another magazine which also heavily focuses on the beauty industry. Posts: 2



# THEME ANALYSIS

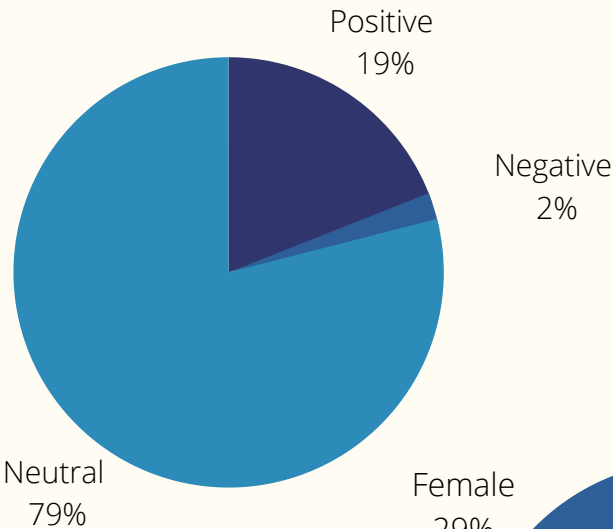
## THEME 1: FASHION WEEK

BOOLEAN ANALYZED: "FASHION WEEK" OR #NYFW OR "NYFW" OR #FASHIONWEEK OR "NEW YORK FASHION WEEK" OR "FASHION CALENDAR" OR "#NEWYORKFASHIONWEEK" OR #2021FASHIONMOMENT OR #AW21 OR #FW21 OR #STREETSTYLE OR "STREET STYLE" OR "RUNWAY" OR "MODEL" OR "FASHION SHOW" OR "RUNWAY SHOW"

N=6,535 POSTS, 7% OF ALL POSTS IN THE DATASET

This theme is about Fashion Week and the elements around this event. Sentiment includes 19% positive talk, 2% negative, and 79% neutral. The 79% neutral talk is objective and discusses various runway moments. The 19% positive discussion praises designs shown during fashion week. The 2% negative posts talk about who is disappointed about who showed up to fashion week and who did not attend the event. 71% women and 29% men join in on this conversation. Men have a greater focus on males designers in the industry while females' conversation regards the industry as a whole. Top hashtags include #NYFW and #FashionWeek.

### Sentiment

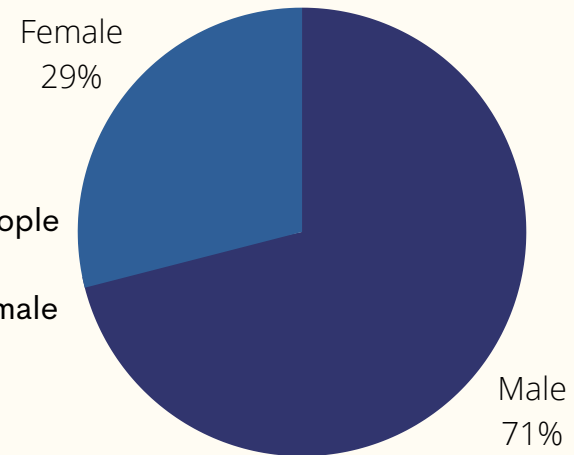


# of positive posts: 1,241.65  
# of negative posts: 130.7  
# of neutral posts: 5,162.65

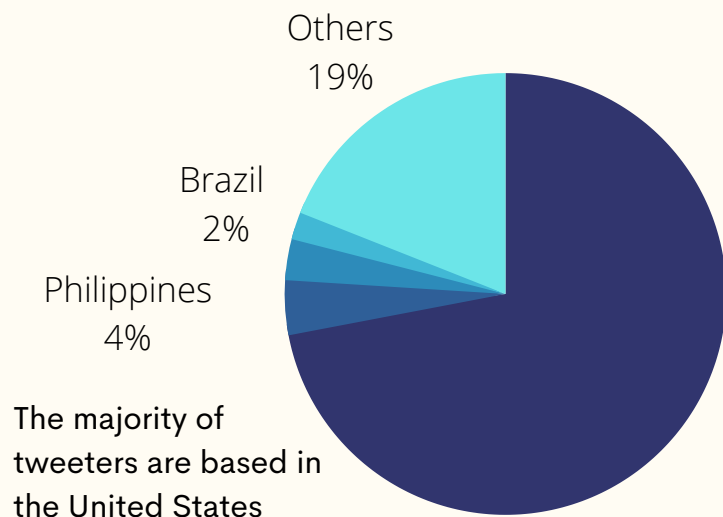
Female posts: # 1,895.15  
Male posts: # 4,639.85

### Gender

The majority of people who tweet about fashion week are male



### Top Countries



USA: # 4,705.2  
Philippines: # 261.4  
Brazil: # 130.7  
Other: # 1,241.65

The majority of tweeters are based in the United States

United States 72%

# THEME ANALYSIS

## THEME 2: AWARDS

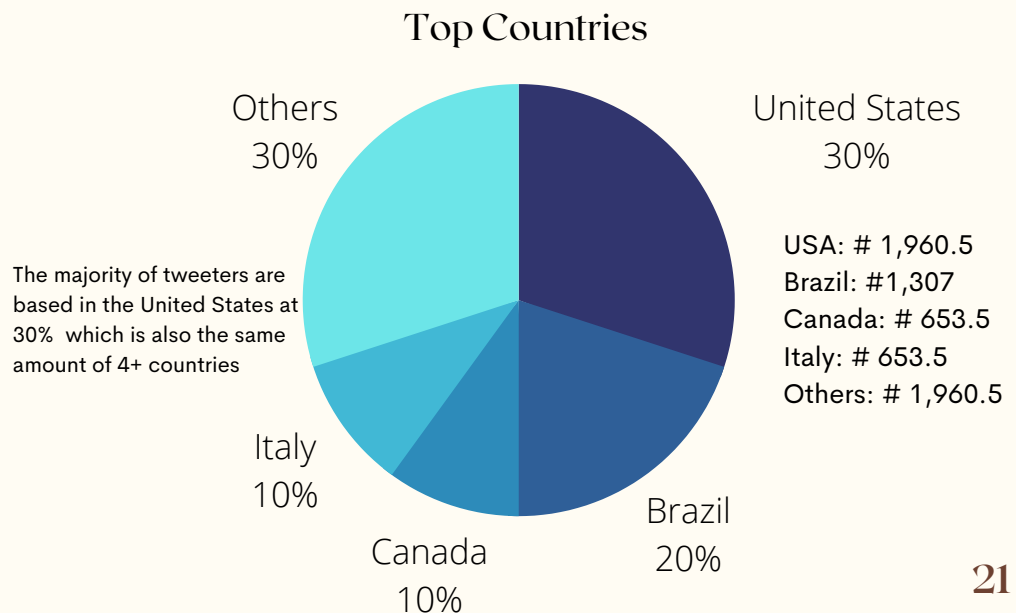
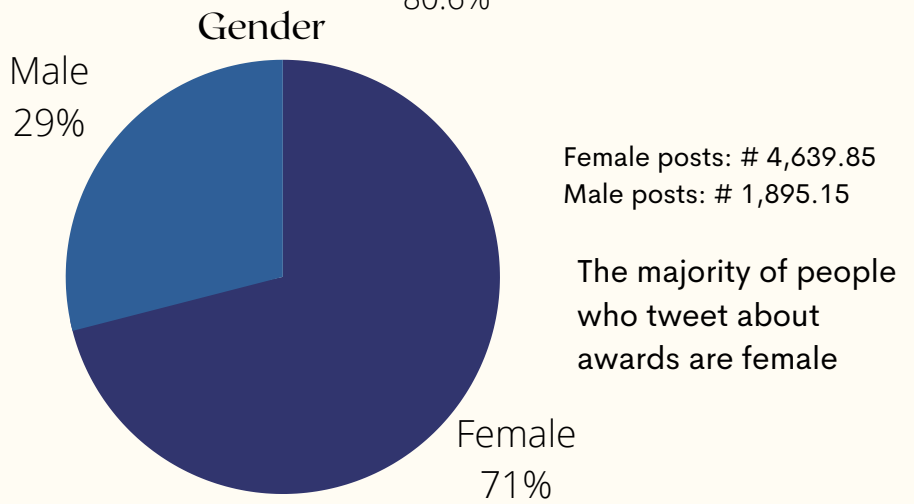
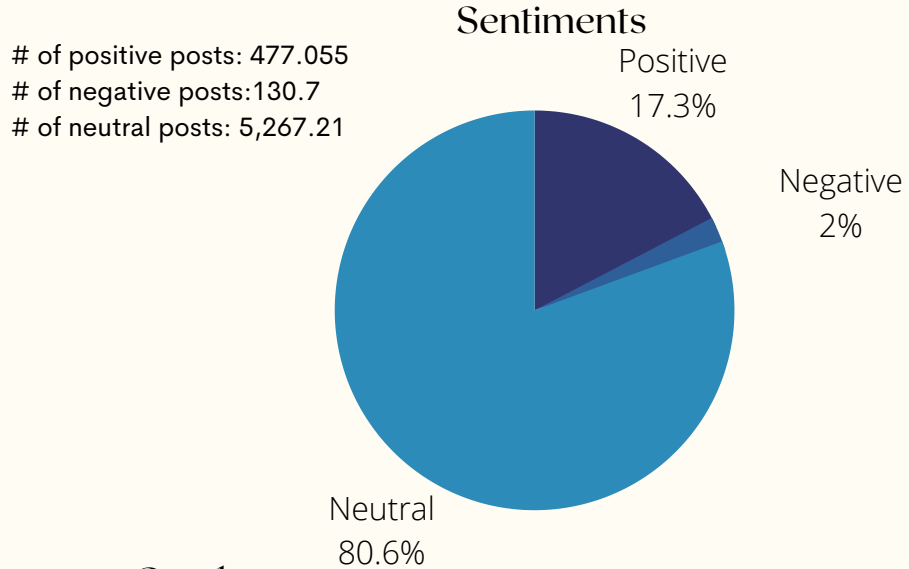
BOOLEAN ANALYZED: "AWARD" OR "CFDAAWARDS" OR #CFDAAWARDS OR "HONOR" OR #FASHIONAWARDS OR "CFDA FASHION ICON AWARD" OR "FASHION ICON AWARD" OR #2021FASHIONICON OR #FASHIONICON

N=36,590 POSTS, 43% OF ALL POSTS IN THE DATASET

This theme is about Awards and the ceremonies surrounding them.

Regarding sentiment, there is a 17% positive talk, 2% negative, and 81% neutral. People have **neutral sentiments** on the award ceremony and mostly post current event updates, celebrity outfits, and who was in attendance.

**Positive sentiments** included people being inspired and celebrity commentary on Zendaya making history. **Negative sentiments** included differing award opinions. The audience includes 71% female and 29% male. Female conversation emphasizes celebrity clothing choice while males focus on activity at the award shows. The United States includes 30%, Brazil 20%, Canada 10%, and Italy 10%. The most influential users for this theme are other pop culture accounts, such as Vogue Magazine, The Shade Room, and MTV.



# THEME ANALYSIS

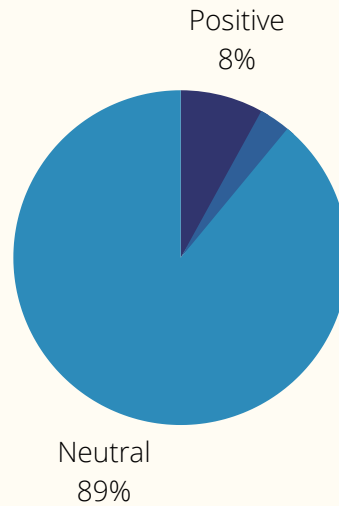
This theme is about membership and the individuals involved in the CFDA. The conversation is 8% positive, 3% negative, and 89% neutral. The **positive sentiments** talk about the designers' achievements while the **negative sentiments** criticize the designers' work. The **neutral sentiments** objectively discussed the designers, facts and previous awards won by the members. The authors of the tweets are 44% female and 56% male. The male conversation is fueled by the prominence of male designers in this category. Top interests of the demographics include 19% fashion, 15% business, and 8% fine arts. Top shared URLs are from Vogue Magazine and Grazia USA.

## THEME 3: CFDA MEMBERS

BOOLEAN ANALYZED: "CFDA MEMBERS" OR #CFDAMEMBERS OR "DESIGNERS" OR #DESIGNER OR #TOMFORD OR "MICHAEL KORS" OR #VERAWANG OR "DESIGNS" OR "VIRGIL ABLOH" OR "TOMMY HILFIGER" OR #MICHAELKORS OR "PATRICK HENRY" OR "THOM BROWNE" OR "VERA WANG"

N=10,910 POSTS, 12% OF ALL POSTS IN THE DATASET.

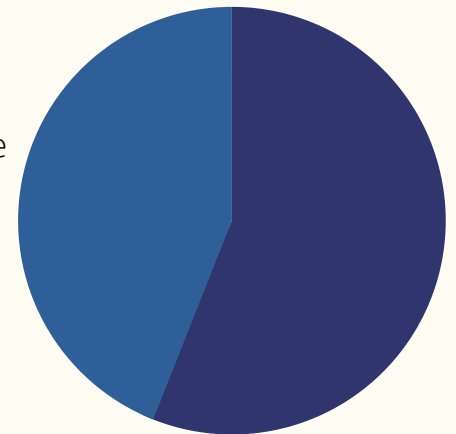
Sentiment



# of positive posts: 872.8  
 # of negative posts: 327.3  
 # of neutral posts: 9,709.9

Female posts: # 4800.4  
 Male posts: # 6,109.6

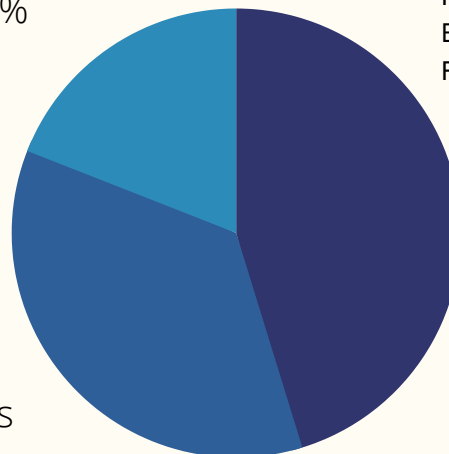
Gender



The people who tweet about CFDA members are almost at a tie but males are in the lead at 56%

Top Interests

Fine Arts  
19%



Fine Arts: # 2,072.9  
 Business: # 3,894.87  
 Fashion: # 4,931.32

Fashion  
45.2%

The people who tweet about CFDA members are interested in fine arts, fashion and businesses as hobbies and or careers.

Business  
35.7%

---

# Earned Competition





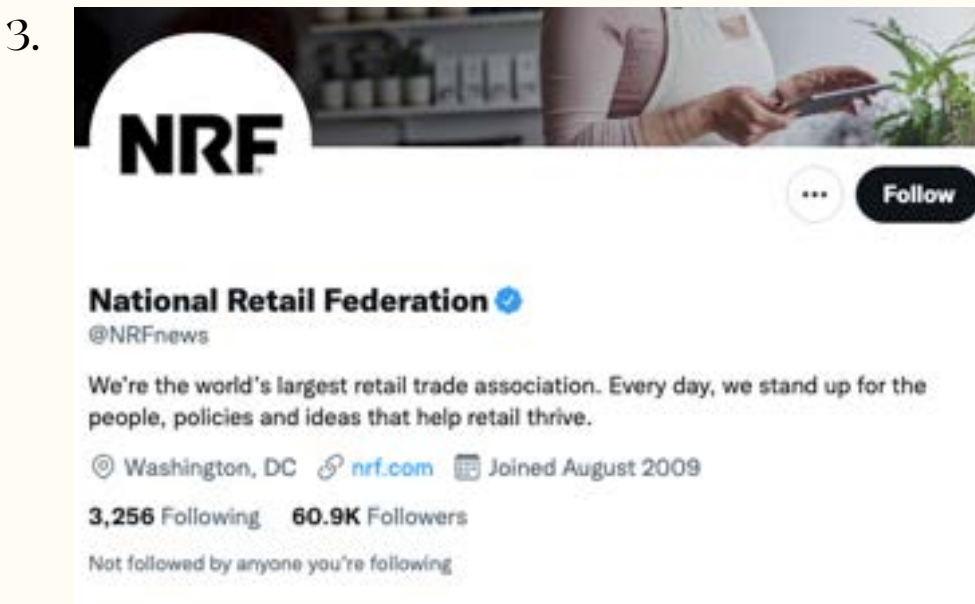
# COMPETITORS



BUSINESS OF FASHION IS A DIGITAL PRESENCE FOR FASHION NEWS, ANALYSIS, & ADVICE



BRITISH FASHION COUNCIL PROMOTES LEADING BRITISH DESIGNERS IN WORLD'S FASHION MARKET



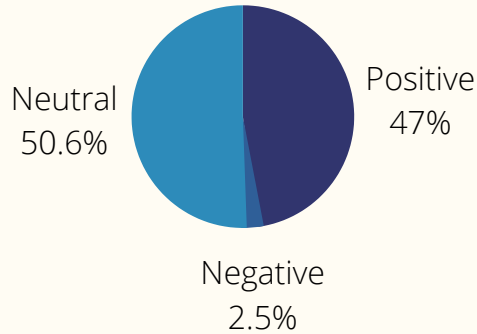
NATIONAL RETAIL FEDERATION IS THE GLOBAL FASHION RETAIL TRADE ASSOCIATION



# EARNED COMPETITION ANALYSIS

N = 125,504 POSTS,

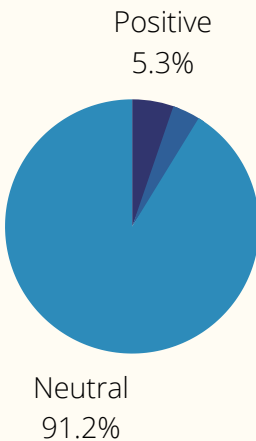
## BUSINESS OF FASHION (BOF) SENTIMENTS:



Positive sentiments congratulate designers on their achievements. Negative sentiments critique fashion companies on how they're ethically and sustainably operating. Neutral sentiments keep viewers updated on fashion news.

# of positive posts: 4,811.39  
# of negative posts: 255.93  
# of neutral posts: 5,179.92

## BRITISH FASHION COUNCIL (BFC) SENTIMENTS:



Positive sentiments promote new designers. Negative sentiments are typically reserved for when well-known designers and fashion icons pass away. Neutral sentiments focus on who is wearing what as well as fashion news and opportunities.

# of positive posts: 114.64  
# of negative posts: 73.54  
# of neutral posts: 1,974.819

## NATIONAL RETAIL FEDERATION (NRF) SENTIMENTS



Positive sentiments were not seen. Negative sentiments were not seen. Neutral sentiments share retail news and conferences from people who work in corporate retail.

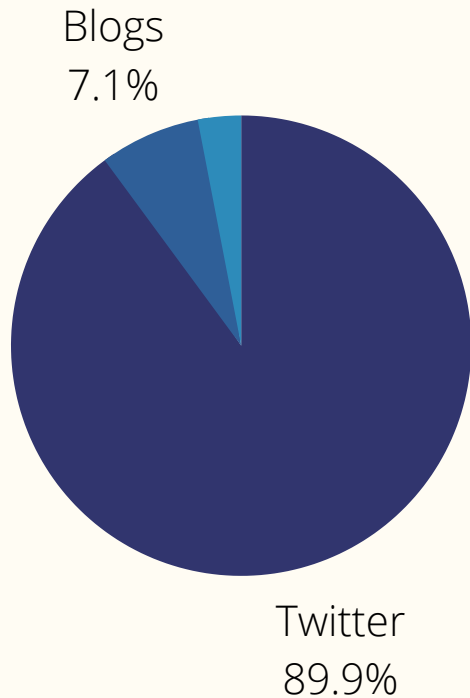
# of positive posts: 0  
# of negative posts: 0  
# of neutral posts: 13,104

The sentiment breakdown of the CFDA's competitors varied quite a bit. While the most common sentiment overall was neutral, NRF's social media activity turned out to be entirely neutral. The biggest split in sentiment is BoF's audience, who maintains the most positive sentiments of the three, at 47%. This gives us insight about the success of BoF, as neither of the other two organizations have significant positive sentiments.

# EARNED COMPETITION ANALYSIS

N = 125,504 POSTS,

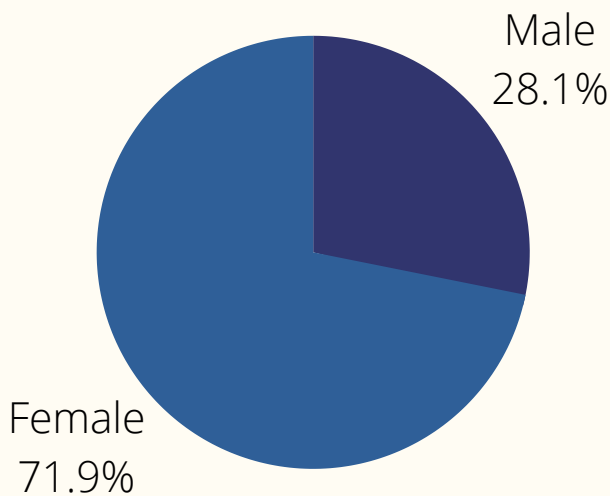
## PLATFORM BREAKDOWN



Blogs: # 8,910.78  
Twitter: # 112,941.05  
Tumblr: # 3765.12

An overwhelming majority of the CFDA's competition uses Twitter as their main social media tool

## GENDER BREAKDOWN

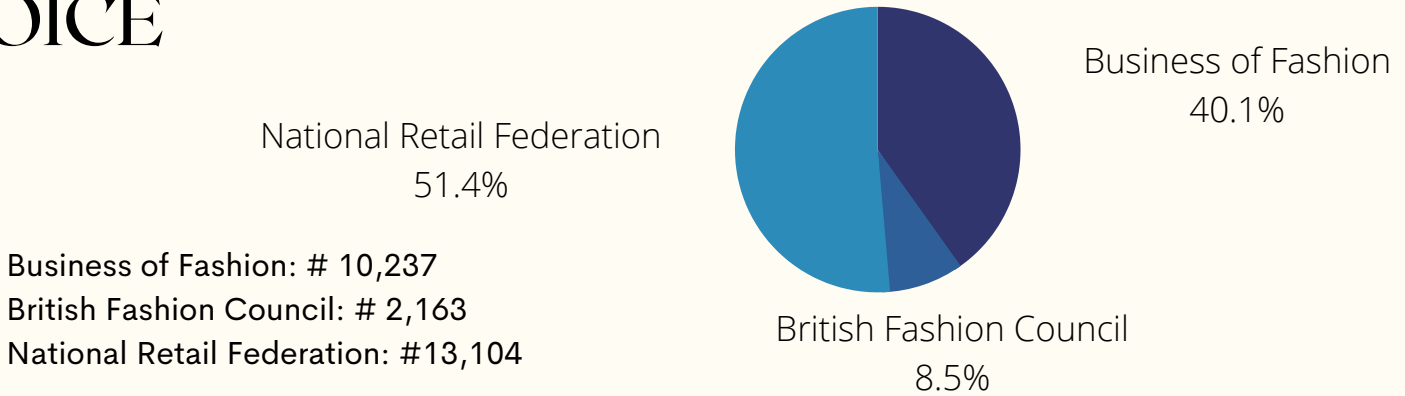


Male posts: # 91,617  
Female posts: # 233,886

The majority of people who interact with the CFDA's competitors are female

# EARNED COMPETITION ANALYSIS

## SHARE OF VOICE



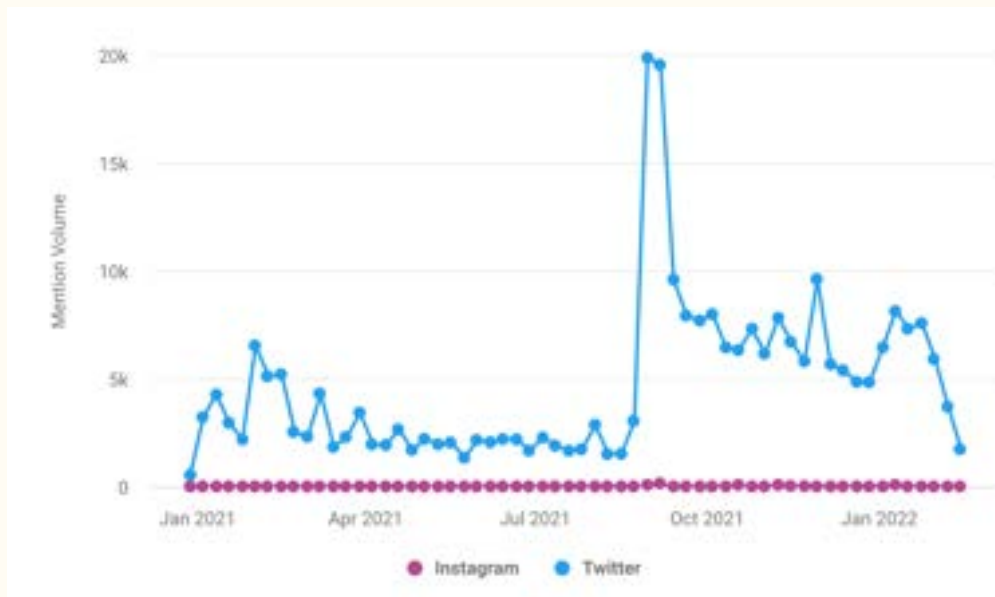
## TOP SHARED URLS



THE SHARES SUPPORT DESIGNERS AND SIMILAR ORGANIZATIONS WITHIN THE FASHION COMMUNITY

# EARNED COMPETITION ANALYSIS

## SPIKE ANALYSIS



This graph depicts the spike analysis for competitors mention peaks. Data was flooded with content about war issues speaking about the NATO Response Force (NRF) instead of the National Retail Federation (NRF). Example pictured here.



After combing through data to find the actual most relevant peak regarding CFDA's competitors, the highest volume was on Feb 15th. During this time, there was heightened discourse about the fashion industry in a post-pandemic and environmentally declining world. The highest engaged with competitor was The Business of Fashion at 5,200 mentions.

---

# Earned Topic Theme Analysis





# RECCOMENDATIONS

| STRATEGY   | WHY & HOW   |
|--|---|
| NOTABLE EVENTS IN FASHION HISTORY                | <p>The CFDA can use their social media platforms to highlight iconic days in the fashion industry and explain why the event has a lasting impact on today's fashion world. Posts that include mentions of designers and specific fashion moments receive more engagement. <b>If the CFDA highlights specific and notable events, their audience can comment and share their opinions on the event which will increase engagement.</b> There were 2,066,490 positive sentiment posts, many of which were reminiscing on celebrity achievements.</p>  |
| A TREND ANALYSIS RECAP                           | <p>The CFDA's following a has a lot to say about who wore what and whose style is the most impactful. The CFDA can do trend recaps as well as highlight designers, influencers and celebrities who started trends and who revived them. <b>If the CFDA does trend recaps and tags the relevant designers, influencers, and celebrities, they'll reach a large audience that loves to share and repost positive press about their favorite influential users.</b> Thus, increasing the CFDA'S overall engagement levels. There is a total of 495,729 fashion and trend related posts for this dataset</p>  |
| WHERE AMERICAN DESIGNERS ARE FINDING INSPIRATION | <p>The theme of cultural appropriation comes up often in American fashion. Many American designers draw inspiration from other countries and many are also members of other cultural communities. <b>The CFDA can ask their members who are also designers to share where they get their inspiration from when designing. This is a great way for the CFDA to share more information about the designers who are part of their organization while still highlighting fashion at the forefront.</b> Much of the audience are enthusiasts who think of fashion on an intellectual level, following respectable and legitimate publications like The New York Times, Vanity Fair, and Vogue.</p> |

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# Data Description

Time frame: Jan 1, 2021-Feb 15, 2022

Number of Total Posts: 11.35 Million

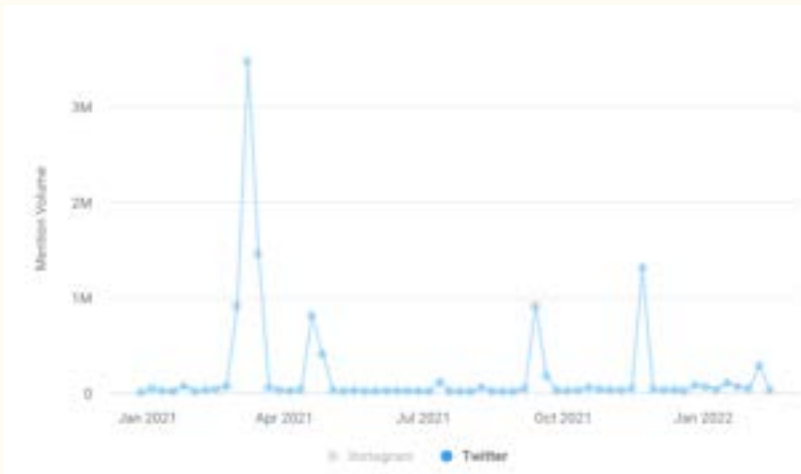
Themes that are relevant to the CFDA's attention on Fashion and Award ceremonies were analyzed to gather custom classifiers in this data set. This included topics that were at least 5% of the content shown in the Brandwatch dashboard. Our focus was on: Honors, Fashion, & Celebrities. Our analysis looked at a broader range of topics that the CFDA usually includes in its messages and strategy on Twitter. Studying these topics can increase understanding of messages surrounding the CFDA's goals and further enhance these conversations.

## Themes:

- Honors
- Fashion
- Celebrities

# SPIKE ANALYSIS

TIME PERIOD OF JANUARY 1, 2022 - FEBRUARY 15, 2022



This graph depicts Twitter's highest mention points. The highest is 3,477,564 on March 8th.

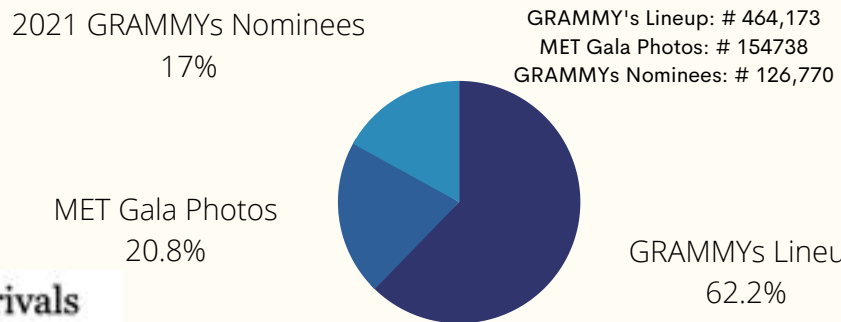
There is a major spike in March when the GRAMMYS were held. **Beyond this event**, Twitter's second-highest spike is on Nov 22nd with 1,315,518 mentions when the GRAMMY nominations were released. The third highest was on Sept. 13th when the Met Gala was held.

The custom classifiers of Honors, Fashion, & Celebrities all appear within these events.

# TOP SHARED URLS

TIME PERIOD OF JANUARY 1, 2022 - FEBRUARY 15, 2022

Top Three Shared URLs



This graph depicts Twitter's top three shared URLs.



Examples of the Top Shared URLs

The custom classifiers of Honors, Fashion, & Celebrities appear within these articles and photo galleries.

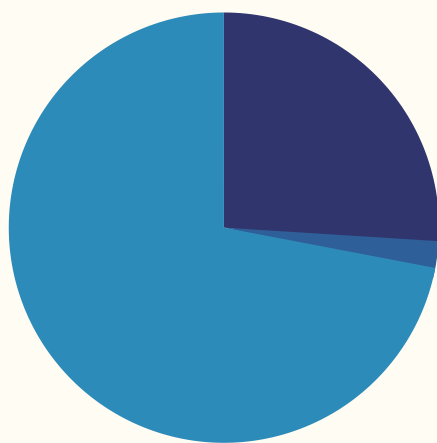
# THEME ANALYSIS

## THEME 1: HONORS

N= 2,114,352 POSTS, OF ALL POSTS IN THE DATASET

CFDA's social media audience regularly engage in discussion surrounding various award shows. Leading up to show days. Various accounts will create posts to generate excitement and promote the event. During the events, many users live tweet their opinions regarding different awards. CFDA is most popularly known for their annual awards show that they host each November.

Percent of Posts by Sentiment



Positive  
26%

Negative  
2%

Neutral  
72%

# of positive posts: 547,158

# of negative posts: 40,422

# of neutral posts: 1,517,873

Positive sentiments included those who were satisfied at the outcome during various events and the success of different celebrities.

Negative sentiments were centered around how entertaining award ceremonies were, ceremonies getting delayed due to COVID and jealousy over who is able to attend events.

Neutral sentiments contain discourse about the actual honors awarded. People discuss nominations and give their opinions and predictions

Many of the tweets under this theme are like the one shown below. Popular industry accounts tweet updates and facts concerning different awards. Because the nature of these tweets are objective, the majority of them have a neutral sentiment.



In this example, the user is congratulating an actor for his nomination.



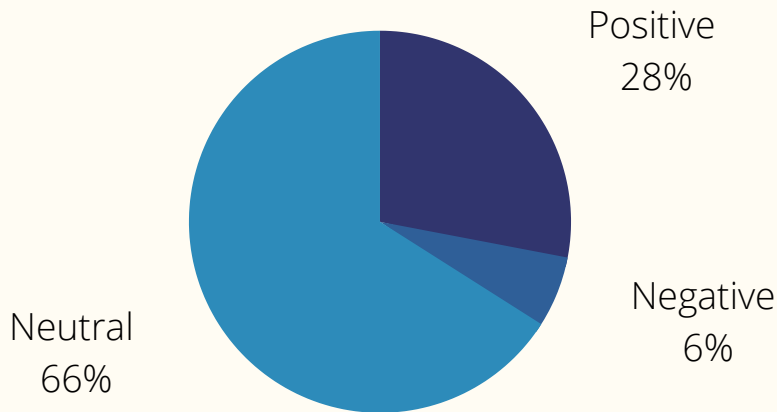
# THEME ANALYSIS

## THEME 2: CELEBRITIES

N= 7,290,696 POSTS, OF ALL POSTS IN THE DATASET

Within award ceremonies, there is a high celebrity presence. To fill in periods between notable events within the CFDA, memorable individuals are highlighted on social media platforms to garner conversation. The audience interacts with the organization and with conversations surrounding the CFDA by voicing their opinions about celebrity culture. This is the highest volume of posts in the dataset with 7.3 million posts (64%).

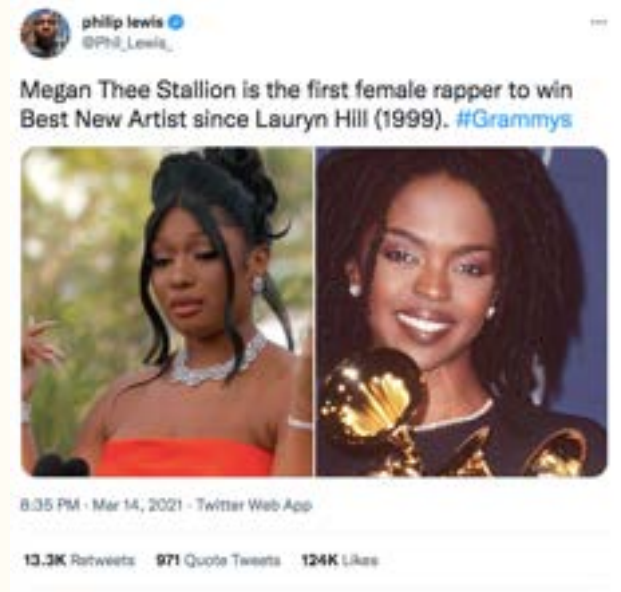
### Percent of Posts by Sentiment



# of positive posts: 2,066,490  
# of negative posts: 416,435  
# of neutral posts: 4,779,781

Positive sentiments were congratulating and reminiscing on celebrity achievements.  
Negative sentiments expressed disappointment about how certain celebrities deserve more recognition and how some shouldn't receive any.  
Neutral sentiments were objective containing facts and quotes about celebrities.

### Influential Users



Influential users like @Phil\_Lewis\_ speak on celebrities during event shows. The audience shares opinions or simply notifies its following of award show moments. Lewis is a journalist that is the senior front page editor for Huffpost. He has credibility and 190.8K followers on Twitter.

Lady Gaga did a long form SNL sketch impersonation at best, THAT'S why she wasn't nominated. Grow up! #ladygaga #HouseofGucci #OscarNoms #Oscars

reese witherspoon and laura dern's height difference is hilarious lmao #Oscars

Everyone be quiet, I'm manifesting #GRAMMYS @taylorswift13 @taylornation13 #folkloreAOTY  
<https://t.co/0W2vbDIQRd>

The examples include varying opinions and conversations regarding the topic theme "celebrity."



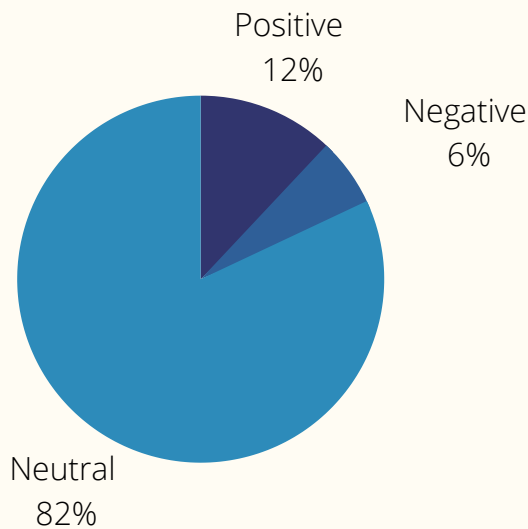
# THEME ANALYSIS

## THEME 3: FASHION

N= 495,729 POSTS, OF ALL POSTS IN THE DATASET

Fashion content is very popular among CFDA's audience. From industry events, to fashion shows, and everyday life, fashion remains a consistent topic. There are a total of 495,729 posts for this dataset.

Percent of Posts by Sentiment



# of positive posts: 59,487.48  
# of negative posts: 29,743.74  
# of neutral posts: 406,497.78

Positive sentiments are expressing satisfaction over the design nominations and styling. Negative sentiments contained critical statements of what celebrities and public figures were wearing, Neutral sentiments were objective and revolved around fabrics, silhouettes and designs. Since many of the users who engage in this type of discussion are fashion lovers, there is very little negative sentiment.

"This is a Versace dress, made for me, Butterflies have had like a lot of symbolism for me this year, and it's actually got a lot of symbolism for Versace too. So it was really cool to get to come together and make something cute." - Dua Lipa #GRAMMYS #DuaLipa  
<https://t.co/UpJQRofH2j>

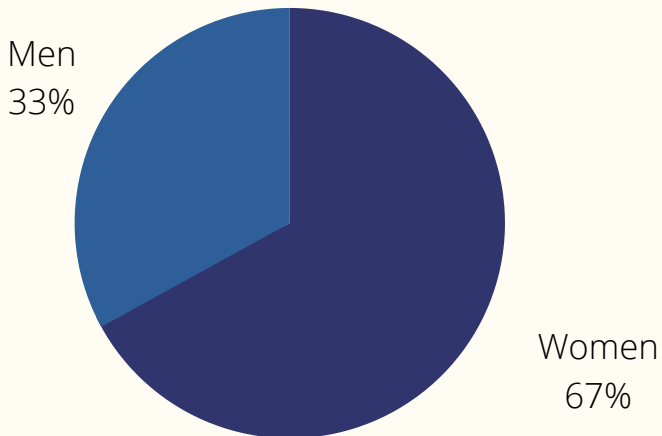
The top tweeters for this topic are accounts for major publications. The top tweeter is The New York Times, followed by other magazines such as Variety, Vanity Fair, and Vogue. All these companies leverage fashion content to drive engagement.



Above is a quote from singer Dua Lipa describing her fashion choice at the award show.

# GENDER-BASED DIFFERENCES ACROSS THEMES

## THEME 1: HONORS



Honors:

Female posts: # 1,416,615.84

Male posts: # 697,736.16

As award shows play out, both females & males share play-by-play happenings of award ceremonies. The females add more to the conversation, but males still remain active on social media platforms, as shown in the example below.

What...the Beat Actor and Best Actress winnings wrapped up in about 5 mins #Oscars

Celebrities:

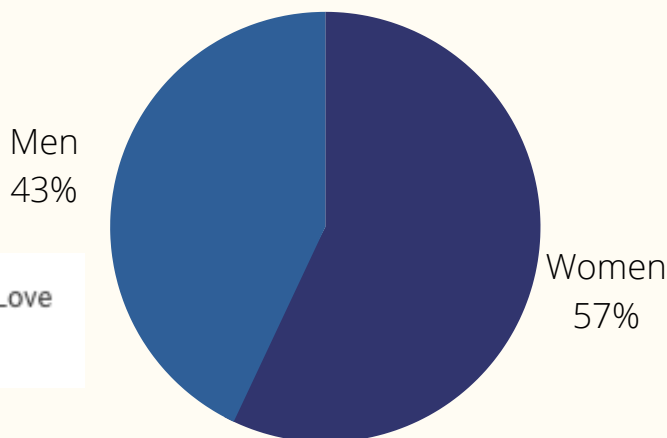
Female posts: # 4,155,696.72

Male posts: # 3,134,999.28

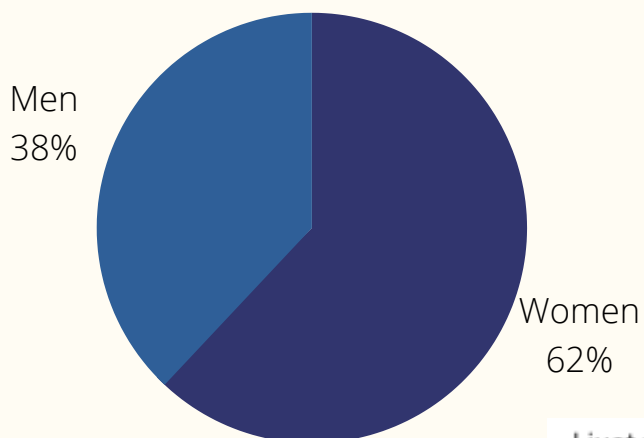
There is less disparity in this gender-based difference, but women still lead the conversation. Women voice their opinion and compliments more so than the males, shown in the example below.

Oh my god, I love H.E.R. and her mom is just so beautiful and adorable. Love seeing these stars with their proud moms! #Oscars

## THEME 2: CELEBRITIES



## THEME 3: FASHION



Fashion:

Female posts: # 312,309.27

Male posts: # 183,419.73

As expected, the main drivers of fashion content are women. Women tweet about fashion shows, what celebrities are wearing, designers/their new lines, and fashion trends. An example is displayed below.

I just want Taylor to wear a giant princess dress....it wont happen but I can in fact dream 🥺🥺 #TaylorsVersion #Taylorswift #Folklorealbum #GRAMMYs #Evermorealbum #TaylorSwiftGrammys

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# Tool Analysis



# RECOMMENDATIONS

| STRATEGY   | WHY & HOW   |
|--|---|
| <b>ENSURE A POSTING SCHEDULE WHICH ALIGNS WITH MOST HIGHLY ENGAGED WITH TIMES</b>              | Buzzsumo is unique in that it reveals days and times with the most engagement. We found that the best day for the CFDA to post content is Friday, at an average engagement of 19. By becoming aware of these high traffic times, CFDA can increase engagement using this strategically published content. Since we also learned that BoF has Saturday as their most engaged day, the CFDA should make sure they are posting this day too. |
| STRATEGY   | WHY & HOW   |
| <b>BE AWARE OF COMPETITORS' STRONGEST PERIODS AND BE ACTIVE DURING THAT TIME</b>               | We see that BoF has a high volume of engagement in January and February which is when A/W Fashion Weeks occur. It is clear that the fashion community goes to BoF for fashion week coverage, so this is a great opportunity for CFDA to interject this audience. CFDA should push reliable fashion week content to emerge and solidify their status as a brand with reputable and relevant fashion content.                               |
| STRATEGY   | WHY & HOW   |
| <b>USE AND BE AWARE OF SEO AND KEYWORDS LIKE "PROGRAM" TO INCREASE AND MAINTAIN ENGAGEMENT</b> | In order to gain and maintain engagement on social media the CFDA needs to upload click-worthy posts. By using relevant keywords during peak times like award seasons the CFDA can carefully curate captions and thumbnails that deliberately include the relevant keywords. The CFDA can use Buzzsumo as a reference to determine which keywords perform better than others that they can incorporate in their posts.                    |

# NEW TOOL ANALYSIS

Time frame: Jan 1, 2021-Feb 15, 2022



**Buzzsumo is an online tool that allows individuals or teams to see what content garners the most engagement based on a specific topic or website. This tool is similar to Brandwatch at its core, but differentiates itself through numerous characteristics:**

#### **Similarities compared to Brandwatch**

- **Active and influential authors**
- **Views different social network**
- **Can filter and export data**
- **Can add content feeds to applications**
- **Can build dashboards**

#### **Differences compared to Brandwatch**

- Content ideas generator
- Competitor analysis & comparisons
- Content alerts
- Content curation
- Have to pay for a monthly subscription after the 30-day free trial
- Tells the best day to post
- Question analyzer and key word tool
- Able to identify and view profiles of journalists
- SEO insights
- Distributing tips



**Social  
Animal**

**Social Animal is another resource that offers support for content. Once again, the foundation aligns with both Brandwatch and Buzzsomo features, but this platform can be as precise as to how long your content's title should be,**

#### **Similarities compared to Buzzsomo**

- **Article Search**
- **Influencer Search**
- **Insights**

#### **Differences compared to Buzzsomo**

- Facebook Search
- Deep search & mentions of a keyword
- Compare keywords to get detailed information
- Fetch keywords within articles for a curated list
- Compare and contrast domains
- Analyze headings of articles
- A daily personalized report
- Up to 200 alerts, while Buzzsomo offers up to 50



# CFDA ANALYSIS



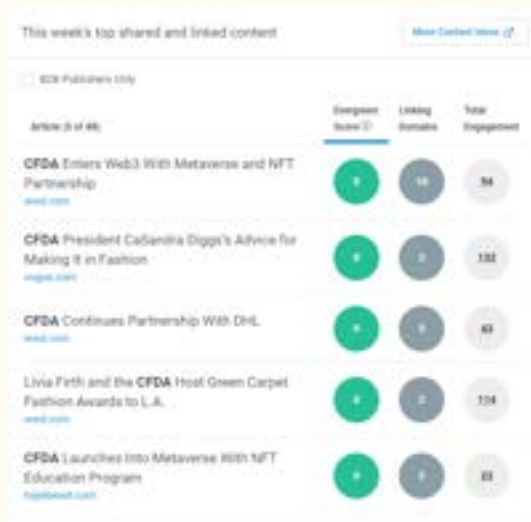
## ENGAGEMENT



Buzzsumo gives a spike analysis of the engagement rate via search volume and content over time. As expected and in agreement with Brandwatch, the overall highest engagement rates occur in November when the CFDA Awards happen. The top day is November 12th with a search volume of 7,924. Beyond this, Buzzsumo dives deeper into high engagement periods by breaking down by day. The best day for the CFDA to post content is Friday, at an average engagement of 19.

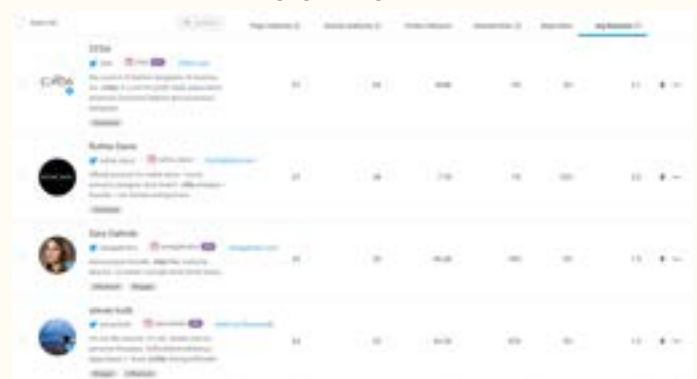
## TOPICS

Buzzsumo presents the topics surrounding CFDA by using popular keywords and related content. For the period, the highest engagement that CFDA experienced was due to an article that came from Vogue, at 132. The platform also reveals highest engaged keywords related to CFDA, which for the period was 'program' at a volume of 4,400.



## USERS

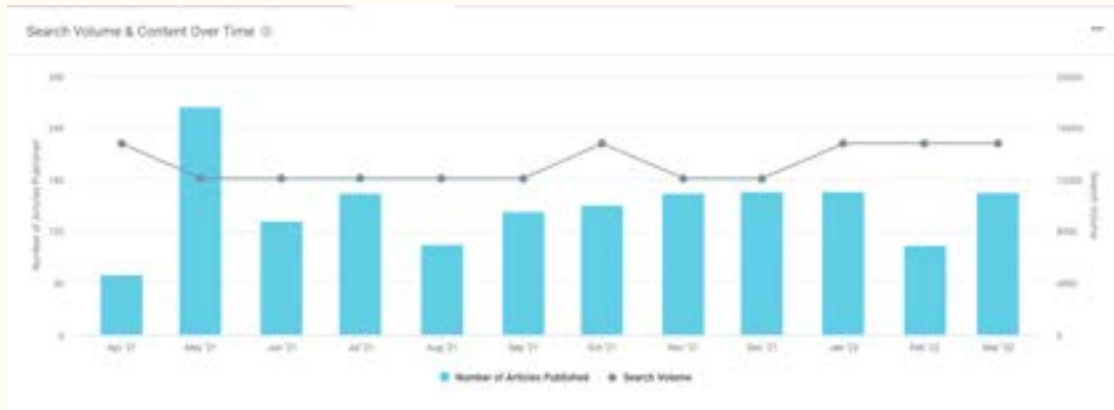
Buzzsumo also clearly lays out the most influential users by labeling them as "influencers." It shows each user's Twitter, Instagram, and website if applicable. It breaks down each by followers and average retweets, to give an overall engagement ratio. Following the organization itself, the user with the highest average retweets is Ruthie Davis, a CFDA designer and luxury women's shoe brand.



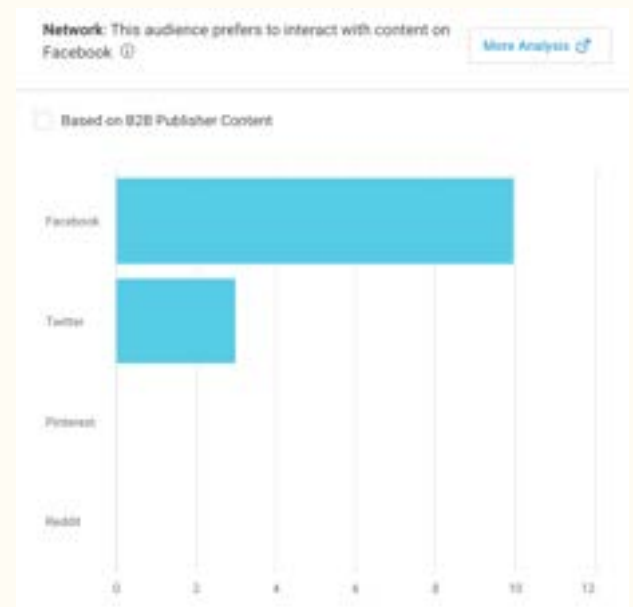
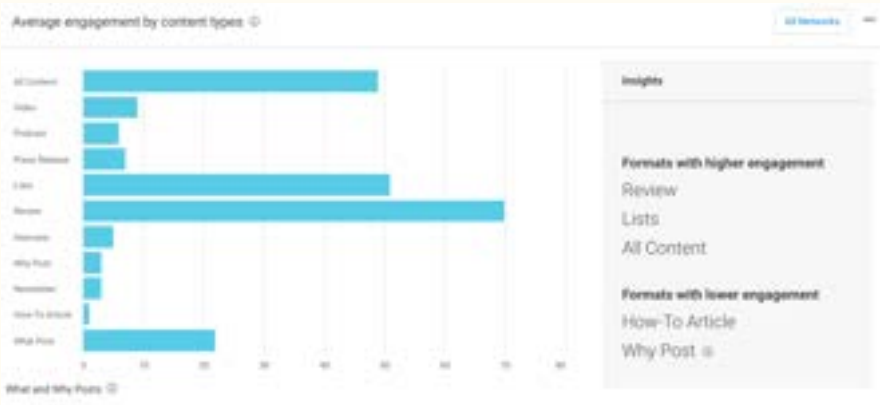
# EARNED COMPETITION ANALYSIS



## COMPETITION: BOF



Buzzsumo gives a spike analysis of the engagement rate via search volume and content over time. Unlike CFDA, BoF maintains a search volume which is over number of articles published. Overall, BoF consistently receives more searches than CFDA, with a peak of 1,579 in January. This time aligns with fashion weeks so the peak makes sense. As shown here, unlike CFDA, BoF's main posting day is Saturday.



It was interesting to view this section considering BoF's primary status as an article-based website. Buzzsumo displays average engagement by content type, and many of these categories can fall under article topic types. From this data, it is clear that BoF's high performing content are of reviews, with engagement of 70. They should diminish the low performing categories like how-to articles, which has an engagement as low as 3.

Interestingly enough and differing from CFDA, 76% of BoF's user engagement comes from Facebook. This fact changes the scheme of our research entirely and is not an insight we discovered through Brandwatch. This may be because BoF's main platform is a website which publishes articles.

# THEME ANALYSIS

## THEME 1: FASHION WEEK

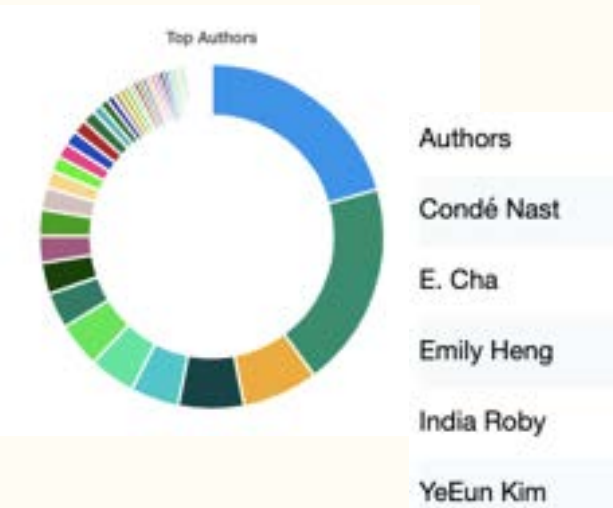


Social Animal gives a spike analysis of the engagement rate and number of articles published from the theme Fashion Week. As expected, there are a few different spikes from when fashion months are generally held, like September and the end of February. This is more generalized to 'fashion week' instead of the CFDA's boolean. The platform also has a nudge to use Facebook and Pinterest, which we did not see in our Brandwatch Analysis.

The tool bar is similar to Brandwatch



Social Animal also gave a mini summary of insightful information immediately, shown above. It aligns with our previous work of Twitter being the best platform. However, it refutes our Buzzsomo analysis, saying the best day to post is Tuesday instead of Friday. This might be because there was an emphasis on Facebook. Also, the title length to target was an interesting addition that we have not come across.



Finally, Social Animal depicts the most influential authors of the theme, most of which are the official fashion week accounts. The most popular user is the Condé Nast which is a popular American mass media company. However, new names were included on this list from an international standpoint.



# MENTOR NOTES

After sending our analysis using Brandwatch of the Council of Fashion Designers of America (CFDA), our mentor Morgan Alverson from Syrup Marketing had a few suggestions on how we could improve our findings.

The majority of Morgan's suggestions were focused on the sections that included recommendations. One suggestion was to back up our reasoning with data. An example she gave us was "when you suggest using celebrities, is that because you've seen tweets using celebrities perform best for them and get the most engagement?" We've implemented her feedback by including the data that supports our recommendations in the "why & how" sections. Another thing Morgan suggested to strengthen our recommendations is by making sure they include strategy. We've implemented this feedback into our finalized analysis by rephrasing our sentences to make sure they read as a strategy and not just a suggestion.

Morgan also gave us feedback on our "URL Target Type Analysis" page. Morgan suggested that we advise the CFDA to include images in tweets that only had links in them. We incorporated Morgan's suggestion into our analysis and also explained that doing so will allow viewers to gain a preview of what the link leads to in order to entice viewers to interact with the tweet and click the link.

Lastly, Morgan had a few suggestions on how we could improve the flow of our analysis. For the "Earned Competition" section, Morgan suggested we introduce our competitors before jumping into numbers. We've implemented this suggestion by adding a page that highlights who the CFDA's competitors are and what they do before getting into their analytics. Another suggestion given to us was to break up pages that had a lot of text, numbers, and graphs on them so that it would be easier for viewers to digest the information. To implement her suggestion we added more pages so the information would not be overwhelming to look at.

Although we do wish Morgan provided more specific feedback on how to improve our recommendations, her feedback was clear and relevant to our group. After implementing the feedback into our final report the readability and flow have been improved making it easier for viewers to read and digest the information.

# APPENDIX

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## ORGANIZATION BOOLEAN:

@CFDA OR "CFDA" OR "COUNCIL OF FASHION DESIGNERS OF AMERICA" OR #CFDA OR #CFDAAWARDS OR "CFDA AWARDS" OR "CFDA MEMBER" OR #CFDAMEMBER OR "CFDA WINNER" OR "CFDA DESIGNER" OR "COUNCIL OF FASHION DESIGNERS OF AMERICA INC" OR "CFDA FOUNDATION" OR "THE CFDA FOUNDATION" OR "THE COUNCIL OF FASHION DESIGNERS OF AMERICA" OR "COUNCIL OF FASHION DESIGNERS OF AMERICA, INC" OR #CFDAWINNER OR #CFDAFOUNDATION OR #CFDADESIGNER OR (CFDA AND (#STEVENKOLB OR "STEVEN KOLB")) OR #CFDAHIGHLIGHTS

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## TOPIC BOOLEAN:

("RED CARPET EVENT" OR "BLACK TIE" OR "FORMAL" OR "AWARD SHOW" OR "RED CARPET" OR "NEW YORK FASHION WEEK" OR "MET GALA" OR "GRAMMYS" OR "OSCARs" OR "EMMYS" OR "PREMIERE" OR "EVENT" OR "GRAND OPENING" OR "FASHION SHOW" OR "LAUNCH PARTY" OR "GALA") AND (#BLACKTIE OR #FORMAL OR #AWARDSHOW OR #REDCARPET OR #NYFW OR #NEWYORKFASHIONWEEK OR #METGALA OR #GRAMMYS OR #OSCARs OR #EMMYS OR #PREMIERE OR #EVENT OR #GRANDOPENING OR #FASHIONSHOW OR #LAUNCHPARTY OR #GALA OR #REDCARPETEVENT)

---

## COMPETITION BOOLEAN:

#NRF OR "NRF" OR "NATIONAL RETAIL FEDERATION" OR @NRF OR #NATIONARETAILFEDERATION OR "THE NATIONAL RETAIL FEDERATION" OR "BUSINESS OF FASHION" OR "THE BUSINESS OF FASHION" OR @BOF OR #BOF OR #BUSINESSOFFASHION OR "BRITISH FASHION COUNCIL" OR #BRITISHFASHIONCOUNCIL OR @BFC OR "COSTUME SOCIETY OF AMERICA" OR #COSTUMESOCIETYOFAMERICA OR "COSTUME SOCIETY" OR #COSTUMESOCIETY OR @COSTUMESOCIETYAMERICA OR "UNITED STATES FASHION INDUSTRY ASSOCIATION" OR "USFIA" OR #USFIA

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