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Meme Marketing and its impact on corporate reputation

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1. Introduction

Nowadays in the evolving landscape of digital marketing, which is characterized by short attention spans, memes have emerged as a powerful tool for brands to connect with audiences entertainingly. Moreover, the proliferation of social media platforms and user-generated content has democratized brand communication. Thus, there is a necessity for companies to innovate their marketing approaches to stand out from their competitors. The use of memes as marketing tools offers a new way for companies to engage with consumers in a different way, fostering a sense of community and cultural relevance, thanks to their virality and shareability. However, Meme Marketing usage has inherent risks that can directly impact corporate reputation.

Since Meme Marketing is a recent phenomenon used by enterprises to engage with their audience in an entertaining way, the investigations made on the matter are limited. Although there are increasing studies on the impact of memes on social media and the audience, there is a lack of studies from an enterprise perspective. Concretely, there is a lack of studies analysing the relationship between Meme Marketing strategies and corporate reputation. Moreover, most of these studies do not examine people's attitudes towards the use of Meme Marketing on social media, whether they are perceived positively or negatively, and which demographic groups are more prone to engage with this type of content. While data collected from Meme Marketing campaigns can provide insight into the audience's perceptions towards this matter, analysing the attitudes of the general population (consumers and non-consumers) will provide insight into the attitudes segregated by demographic groups.

Due to the lack of data in this domain, this study aims to contribute to the evolving discourse of digital marketing, concretely Meme Marketing practices, shedding light on the potential impact of memes on corporate reputation and offering a theoretical background as well as data analysis for marketers, companies, and investigators.

2. Corporate Reputation

2.1. Definition of Corporate Reputation

Defining corporate reputation is challenging due to the various research fields in which the concept is defined and the lack of a consensus. Nonetheless, Barnett, Jermier and Lafferty (2006, p. 34) define corporate reputation as the "observer's collective judgments of a corporation based on assessments of the financial, social, and environmental impacts attributed to the corporation over time". However, this definition does not solely rely on public opinion but also includes factors like finances, social impact, and environmental actions, which may not reach a consensus among researchers. On the other hand, Fombrun and Van Riel (1997, p. 10) define corporate reputation as "a collective representation of a firm's past actions and results that describe the firm's ability to deliver valued outcomes to multiple stakeholders. It gauges a firm's relative standing both internally with employees and externally with its stakeholders, in both its competitive and institutional environments". A more recent definition by Fombrun (2012, p. 100) suggests that corporate reputation is "a collective assessment of a company's attractiveness to a specific group of stakeholders relative to a reference group of companies with which the company competes for resources". Moreover, the author suggests a series of common characteristics that define the concept of corporate reputation: it is based on perceptions, it represents the collective judgment of stakeholders, it's comparative, it can be positive or negative, and it's stable and enduring.

Fombrun (2012) suggests that the concept of corporate reputation is influenced by various communication theories. One such theory is the institutional theory, which suggests that a company gains acceptance and support from society by achieving privileged positions in the social hierarchy. As a result, companies are influenced by social pressures to adhere to certain norms and regulations in order to attain a higher status. Another closely related theory in reputation studies is the social construction theory, which proposes that organizations and stakeholders engage in social information exchanges that have a direct impact on the company's perception and its behaviours.

Corporate reputation is an intangible asset with significant implications for a company's performance and economic outcomes. A positive corporate reputation is

the culmination of sustained positive behaviours exhibited by the company over an extended period. According to Rindova and Martins (2012), three theoretic perspectives explain why corporate reputation serves as an intangible asset that yields economic benefits for enterprises. The first theoretical perspective, **reputation as a signal**, perceives that different stakeholder groups form varying perceptions of a company's reputation based on the information they have garnered from past interactions and behaviours. For instance, if a company is reputed for its fairness in dealings, other companies may be more inclined to seek partnerships with it. Consequently, reputation is perceived as a signal that allows stakeholders to predict the future behaviour of a company, thereby influencing their decision-making processes. The second theoretical perspective, **reputation as an amalgamation of collective perceptions**, views corporate reputation as a social construct shaped by the fusion of diverse perceptions, including awareness, general impressions and specific knowledge. Finally, **reputation as a position in reputational rankings**, suggests that institutional intermediaries, such as the media and financial analysts, take part in the construction of a company's reputation by disseminating information about the company to the audience. Therefore, reputation is regarded as a status rather than merely a social construct.

The concept of corporate reputation has frequently been associated with corporate image and legitimacy. However, despite sharing certain concepts, they are distinguishable. According to Foreman, Whetten and Mackey (2012), corporate image can be delineated through two perspectives: firstly, as a projected image, representing the company's desired perception amongst stakeholders; secondly, as a perceived image, representing how a company thinks what the stakeholders' perceptions of them are. Corporate reputation and corporate image both involve perception, but they differ in who is doing the perceiving. Reputation focuses on how stakeholders see the organization, while corporate image focuses on how the organization perceives it. On the other hand, legitimacy is defined as the assessment of an organization based on its adherence to social norms and legal requirements. In this regard, legitimacy and reputation are similar because both reflect external perceptions of the organization. However, corporate reputation goes beyond just the appropriateness of the company's behaviour; it also considers the effectiveness of the organization's actions.

2.2. Corporate Reputation and social media

Since the rise of social media, an increasing number of consumers prefer to obtain information about a company through online sources, thereby, traditional media is becoming less effective. In fact, according to a survey conducted by Nielsen (2012), 70% of the participants, trusted online consumer reviews, while only 47% trusted television. Following Dijkmans, Van de Kerhof and Beukeboom (2015), engagement in a company's social media activities has a positive impact on corporate reputation and brand loyalty, therefore it can become a competitive advantage, especially for those companies that operate in highly competitive markets.

However, exposure to social media accounts can also affect the corporate reputation of a company. Firstly, social media platforms are not controlled, therefore they offer a wide varied form of participation that can be positive, but also negative. Users are able to express freely their conflictive opinions, which can lead to potential crises. For instance, users can discuss the quality of the products or the efficiency of the customer service and satisfaction. Moreover, the intangible nature of service companies makes it easier to suffer from crises (Dijkmans et al., 2015).

3. Meme Marketing

3.1. What is a meme?

With the invention and evolution of the internet, society began to discover new forms of entertainment. One of them was memes. The term "meme" was first introduced by Richard Dawkins (2006), a British evolutionary biologist, ethologist, zoologist and author, in his book *The Selfish Gene* (2006). He popularized the idea that the evolution of species should be understood as a result of competition between genes for their replication. Thus, he suggested that the replication and survival of the genes are fundamental to life's evolution. Following this idea, he introduced the term 'memes' as a unit of cultural transmission or a unit of imitation; in other words, things we imitate or copy from each other. He proposes this term to label every human behavior that does not come from genes but rather from a cultural perspective (Blackmore, 1999).

Following Blackmore (1999) the word 'meme' is the short form or monosyllabic form of the Greek root 'Mimeme', and corresponds to tunes, ideas,

catchy phrases, fashion trends, or even, scientific concepts. These 'memes' are stored in the brain and passed on by imitation. Therefore, everything that is shared from person to person through imitation can be considered a 'meme'. As an example, we can say that the song "Happy Birthday to You" is a 'meme' as it has spread worldwide through imitation and now we all sing the same song at birthday parties, but in different languages.

However, while the concept of a 'meme' as the cultural equivalent of a gene, is no longer used, a 'meme' nowadays keeps the idea of cultural transmission and imitation. Based on the explanation of the term 'meme' given by Richard Dawkins (2006), Oxford Learner's Dictionaries (n.d.) proposes the following definitions:

1. An idea that is passed from one member of society to another, not in the genes but often by people copying it.

2. An image, a video, a piece of text, etc. That is passed very quickly from one internet user to another, often with slight changes that make it humorous.

In the context of internet memes, the ones that are analyzed in this study, Davidson (2012, p. 122) proposes a more academic definition, combining Dawkins's (2006) one and numerous current online and colloquial definitions: "An internet meme is a piece of culture, typically a joke, which gains influence through online transmission".

What distinguishes internet memes from offline jokes are: the high speed of their transmission and the fidelity of their form. While face-to-face joke speed is determined by human direct contact and interaction and by the memory of the individuals, an internet joke or meme is not limited by the individual's movement and is preserved by a platform, therefore is faster and identical or replicated. The shared 'meme' and the original one can be different in form, as they can be manipulated (Davison, 2012).

Davidson (2012) proposes three components of a meme: manifestation, behavior and ideal. These components can be replicated or adapted when they are shared. The manifestation of a meme refers to what can be seen on a meme. It is the physical component of a meme, in the form of pictures, videos or text and its objective

is to show that the meme exists. Whereas the behavior of a meme is the actions that people take because of the meme and what creates the manifestation. Lastly, the ideal of a meme is the concept or idea that the meme conveys. The ideal guides the behavior, which, in turn, leads to the manifestation. For instance, a meme could be of a funny cat. The manifestation of the funny cat is the image; the behavior is using different software to make the meme; and the ideal is the concept that "cats are funny".

Malodia, Dhir, Bilgihan, Sinha and Tikoo (2022) provide a list of diverse characteristics, genres and formats associated with memes. The defining features of memes include content replication through copying, swift dissemination, longevity, easy translatability, uniqueness, and incorporation of humor.

In terms of categorization, memes can be grouped into four typologies based on their intended purpose: social commentary, manga enthusiasts or otaku, absurd humor and cohesive versus non-cohesive memes. This classification draws inspiration from the models established by Knoble and Lankshear (2007) and Segev, Nissenbaum, Stolero and Shifman (2015). Social commentary memes aim to elicit concerns related to civil responsibility, societal or political critique, and social activism or advocacy. Absurdist humor memes serve purposes such as parodying music videos, animations, and movies, employing Photoshop, creating absurd discussion forum posts, and indulging in geek humor. Otaku or manga fan-oriented memes cater to macabre interests. Lastly, cohesiveness in memes refers to the degree to which they align with others in terms of shared content, participation, and form.

In terms of format, it refers to how memes are disseminated and consumed by various stakeholders, undergoing distinct evolutionary phases. Malodia et al. (2022) propose a four-stage model explaining the progression of memes as a format. In the initial stage, memes were shared through basic pictures and concepts, primarily distributed on websites. Transitioning to the second stage, memes featured a top and bottom-text arrangement accompanying an image or background. The third stage witnessed memes adopting a comic-like format with handcrafted illustrations. In the final stage, memes incorporated GIFs and were disseminated through social media platforms.

3.2. What is Meme Marketing?

As cultural branding continues to rise in popularity, marketers look for ways to create viral content on social media. In recent years, the popularization of memes has become a key strategy for marketers to boost customer awareness of their products and services. The use of memes facilitates meaningful engagement with the target stakeholders, fostering a long-lasting relationship with them. This approach contributes to a more sustained and impactful connection between business and their audience, thus an increasing effectiveness of marketing campaigns and a decrease in customers' advertisement avoidance. The process of Meme Marketing practices consists of creating a meme out of an advertisement, in the hopes that it will become viral and that will create, consequently, an immediate response and drive customer engagement (Malodia et al., 2022).

To achieve the viralization of memes in Meme Marketing, it becomes imperative to construct a memetic model centered around predicting the meme success in a marketing campaign. Murray, Manrai and Manrai (2014) propose a lifecycle model of memes consisting of six stages. The initial stage involves the encoding and transmission of memes. The second stage encompasses the decoding phase, where the meme is received. In the third stage, the receiver of the meme processes the information. During the fourth stage, the receiver of the meme stores the information received in the long-term memory. The fourth stage corresponds to the retention of the meme when the receiver encounters other memes. The fifth stage involves the retransmission of the meme to others.

Regarding the initial phase, the transmission stage, Murray et al. (2014), delineate a series of categories suggesting how marketers can foster the transmission of memes for an enhanced Meme Marketing strategy. The first category, **fecundity**, emphasizes utilizing diverse copies of the meme intended for the campaign and leveraging free media to stimulate its transmission. The second category, **copying fidelity**, underscores the importance of safeguarding against imitation by other brands or companies while ensuring the integrity of the meme campaign strategy remains intact. The third category, **simplicity**, characterizes simplifying the messages through slogans, tunes or taglines, facilitating faster and more efficient transmission. The fourth category, **primordial drives**, emphasizes using primordial drives such as fear, food and sex to capture the audience´s attention and naturally stimulate message

diffusion. The fifth category, **memetic engineering**, advocates for employing creative meme creators to ensure successful dissemination. The sixth category, **repetition**, advocates for consistent content repetition to enhance meme exposure. The seventh category, **durable media**, underscores the necessity of acknowledging the short-term impact of digital media. Lastly, **vector technology fit**, suggests leveraging various media platforms strategically to optimize meme transmission and exposure.

Regarding the decoding phase, Murray et al. (2014) offers a series of recommendations for encouraging meme decoding. The first suggestion, **visibility**, advises adapting the media used in the Meme Marketing campaign to enhance visibility. The second suggestion, **meme-complex fit**, advocates for analysing the preferences of the target audience and customizing the meme, accordingly, thereby increasing the likelihood of message decoding.

Concerning the processing stage of the meme, Murray et al. (2014) offer several recommendations. The first recommendation, **degree of fit**, advocates for employing memes that resonate with those consumed by the target audience. The second one, **baits**, pertains to leveraging clickbait tactics. The fourth suggestion, **digestible**, advises the use of concise memes for improved content comprehension. The fifth suggestion, **simple**, encourages the use of simple and easily understandable content. The sixth suggestion, **threats**, involves incorporating elements of threat into the message content to evoke the primordial drive of fear.

Regarding the retention of the meme in the target audience's memory, Murray et al. (2014) have created a series of categories aimed at promoting the meme's endurance in the audience's mind. The first category, **immunity**, recommends establishing a defence mechanism to counteract competing memes. The second category, **sociotype**, involves tailoring memes to fit the social and cultural context in which they will be introduced.

Lastly, with regard to the meme retransmission stage, Murray et al. (2014) have delineated a series of categories aimed at fostering this process. The first category, **hooks**, entails the consideration of received feedback, as positive feedback enhances meme retransmission. The second category, **gatekeeping hosts**, advocates for the use of individuals to disseminate memes effectively. These individuals can be categorized into connectors, characterized by extensive networks; mavens, distinguished by their

depth of knowledge and societal esteem; and salesmen, known for their persuasive abilities. The third category, **celebrity hosts**, promotes the incorporation of celebrities into memes to facilitate retransmission. The last category, **mutation and retro memes**, promotes the encouragement of meme evolution to prolong its lifespan and dissemination. However, this strategy carries the inherent risk of losing control over the original meme.

3.3. Competitive advantages

In accordance with Malodia et al. (2022), the use of memes as a strategic marketing tool provides distinct advantages relative to alternative strategies. Firstly, Meme Marketing demonstrates noteworthy cost-effectiveness. Secondly, the promotional content is highlighted as the audience establishes a deeper connection due to its association with the original prevalent memes. Thirdly, Meme Marketing engages with the audiences better than other types of marketing strategies. Lastly, the process of meme creation is characterized by its simplicity, requiring only the modification of existing memes.

Following Levinson (2001), Meme Marketing offers a cost-effective solution by leveraging repeated meme content, which ensures clarity in the messages without the need for constant campaign changes. The simplicity of the creation of memes, where even simple phrases can transform into memes, enables their development without extensive financial resources. Furthermore, this simplicity reduces the intricacies of digital marketing and clarifies any message ambiguities with the campaign. Additionally, the predominantly visual nature of memes elicits emotions, setting them apart from competitors and aiding in differentiation.

The integration of memes into the marketing strategy enhances consumer recall of the company or brand. This is accomplished through ensuring message comprehension, preventing marketing diffusion and consistently implanting the key advantages into the conscious and subconscious awareness of potential customers. As a result, Meme Marketing optimizes marketing investment by increasing effectiveness and reducing inefficiencies, facilitating a more efficient distribution of resources (Levinson, 2001).

Meme Marketing enhances consumer engagement. According to Lee, Liang, Liao and Chen (2019), Meme Marketing enhances consumer engagement, which can affect the purchase intention while strengthening consumers' attitudes; thus, the more the consumer engages with Meme Marketing posts, the more they are attracted to the product or service, increasing the purchase intention.

Meme Marketing fosters a significantly valuable interaction with the public. Internet memes, known for their high engagement on social media, garnered notable attention in 2020. According to the Instagram Year in Review, over a million posts referencing the keyword 'meme' were shared on the platform daily (Instagram, 2020). Moreover, in accordance with Rathi and Jain (2024) Meme Marketing obtains a 30% engagement rate on social media, which contrasts with the 1% seen in branded content posts. Therefore, the use of memes as a marketing tool would provide a competitive advantage and a better interaction with key stakeholders.

According to YPulse's (2019) social media behavior survey, a significant proportion of respondents between the ages of 13 and 37 share memes on a weekly basis. Additionally, a noteworthy 30% of them share memes daily. Social media platforms emerged as the preferred medium for sharing memes and 38% of the respondents reported following meme accounts. These findings underscore the considerable engagement with memes among younger demographics. Consequently, Meme Marketing offers a distinct competitive advantage for companies targeting these youthful consumer segments.

3.4. Challenges and risks

While Meme Marketing present a range of diverse advantages, it has limitations. As highlighted by Rathi and Jain (2023), employing outdated memes can result in ineffectiveness of Meme Marketing campaigns, consequently impacting in a negative way the company's image and reputation. Moreover, the use of insensitive or low-quality memes can also have a direct impact on corporate reputation. Hence, marketers need to conduct research to ensure that the content aligns with the brand's strategic objectives and corporate identity. Additionally, marketers need to take into account the importance of ensuring the comprehensibility of meme content to the target audience in order to achieve effectiveness.

Unlike traditional media campaigns, which exert tight control over the messages, meme-based campaigns pose challenges for sponsors in maintaining control of the messages due to their predominantly user-generated nature. The uncontrollable nature of memes introduces the risk of potential harm to a brand's image, as they can be used by competitors or individuals to spread unfavorable content. Moreover, it could lead to misinformation or misrepresentation of the brand's values and offerings. Regarding the use of low-cost memes in marketing campaigns, it may lead to subversion of the corporate branding efforts. Consequently, marketers must carefully consider the potential repercussions of meme-based marketing strategies and implement measures to mitigate these risks (Murray et al., 2014; Malodia et al., 2022).

Another drawback associated with memes, thereby impacting the effectiveness of Meme Marketing strategies, is their tendency to resemble one another. Although similarity can bolster meme association, which can be advantageous for Meme Marketing objectives, the abundance of memes on social media platforms and the homogeneity of the content presented can pose a disadvantage by diminishing their potential for virality and success. Consequently, memes that are distinct and original are more likely to achieve success (Coscia, 2014).

Using third-party memes in Meme Marketing strategies, where the intellectual property rights are not owned by the marketing department, can present a significant challenge due to the risk of copyright infringement. The use of memes created by other users, regardless of the intention, may trigger legal measures. Furthermore, continual infringement on intellectual property rights might result in social media account suspension. Hence, marketers must be mindful about potential legal consequences when incorporating third-party memes and should obtain permission to post it on their social media account (Mansour, n.d.).

4. Research objectives and questions

This study aims to evaluate the extent to which Meme Marketing influences engagement and corporate awareness, and ultimately corporate reputation. It seeks to investigate the general attitudes towards Meme Marketing and identify the demographic segment that is most receptive to such strategies. Additionally, the study

aims to ascertain whether Meme Marketing has a positive impact on corporate reputation, independent of the company's previous reputation.

The main research questions are as follows:

1. To what extent do Meme Marketing campaigns contribute to enhancing a positive corporate reputation?

2. Is Meme Marketing perceived more positively by younger demographics?

3. Does engaging in Meme Marketing campaigns have a beneficial effect on companies with prior negative reputation?

5. Methodology

During this study, two analyses have been conducted. The first analysis that has been carried out involved a comparative analysis of KFC Spain and Ryanair's social media accounts. This analysis scrutinized factors such as likes, comments, content types and audience sentiment generated by both comments and content on the Instagram social media accounts of KFC Spain (@kfc.es) and Ryanair (@ryanair) over the months of November and December of 2023 (see Table 1 and 3 in Appendix).

The selection of both enterprises to conduct a comparative analysis was based on several key factors. Firstly, both companies regularly use Meme Marketing across their social media platforms. Secondly, they operate within different industrial sectors, which will provide insights into the efficacy of Meme Marketing across industries.

Moreover, the present study will analyze the Spanish social media account of KFC instead of the main account as it uses only Meme Marketing to engage with its users, therefore it is easier to analyze the impact of Meme Marketing strategies on corporate communication.

On the other hand, the selection of the Social Media platform to perform the analysis (Instagram) was based on the interactivity that it provides (with the use of texts, images and video content) and the wide diversity of the demographics of the users. In addition, this study was carried out during the months of November and December as they are the months with the most celebrations and festivities (Black Friday and Christmas, among others), thus the companies delivered more content to engage with the users and the users had more free time to spend on social media.

The second analysis involves a quantitative analysis of the attitudes of Spanish people towards Meme Marketing through a cross-sectional survey (see Appendix 6). The survey was carried out during the months of November and December of 2023 and was answered by a total of 53 participants from different demographics. Its aim is to analyze whether the use of Meme Marketing impacts corporate reputation positively or negatively and how it is perceived by the public.

The survey is divided into four sections. The first section includes demographic questions: age and gender. The second section includes questions about social media usage and frequency of use, as Meme Marketing is a common practice on social media. The third section includes questions about Meme Marketing such as knowledge of the concept, frequency of encounters with Meme Marketing and engagement with Meme Marketing campaigns. The last section includes questions about the attitudes towards Meme Marketing and its impact on corporate reputation.

6. Analysis discussion

6.1. Comparative analysis KFC Spain vs. Ryanair

6.1.1. Introduction to the companies

This research endeavors to conduct an analysis of the Instagram social media presence of two distinct entities: Kentucky Fried Chicken (KFC) Spain and Ryanair.

KFC is a global chicken restaurant company subsidiary of Yum! Brands, Inc. Its origin dates back to more than eighty years ago with the creation of a secret recipe for seasoning chicken created by the chef Colonel Harland Sanders. Today it offers fast-food services in more than 26,000 restaurants in over 150 countries over the world (KFC, n.d.).

KFC meticulously embeds its core values across every facet of its operations, establishing a comprehensive integration within its food offerings, customer interactions, employees, services, and restaurant ambiance. According to their main webpage, (KFC, n.d.), their main values include: to have fun, to make a difference and to be your best self. Complementing these core values are service-oriented values aimed at fostering a welcoming and friendly atmosphere and ensuring happy

customers. The culinary offerings of KFC are committed to innovation and delivery of top-tier quality, particularly evident in the preparation of their signature fresh chicken. Moreover, KFC's dedication to creating friendly and lively environments for customers resonates with their values of enjoyment with family or friends.

Despite the emerging trends away from fast food consumption and towards healthier food, KFC enjoys a good reputation in the fast-food industry. However, KFC has faced some controversies. ABC News (2014) narrates the controversy that KFC suffered in 2014 in the United States when a three-year-old girl with a missing eye was forced to leave one of the establishments because her appearance made customers uncomfortable. However, the company handled the crisis correctly and there were no major reputational losses.

This study also examines Europe's largest airline company, Ryanair, which operates more than 3,000 daily flights to 240 destinations across 40 countries and is positioned as the airline company that offers the lowest fares among the airline companies that operate in Europe (Ryanair, n.d.). In Ryanair's "our customers" webpage section they provide information about their customer satisfaction rate. In the months of November and December of 2023, the company reached rates of 87% and 85% respectively (Ryanair, n.d.). Nonetheless, the company has grappled with several crises that have significantly impacted its corporate image. As stated by Hobbs (2022), in October 2021 a UK consumer advocacy organization carried out research in which they surveyed 1,373 members of its panel about their experiences of flying since 2020. The survey concluded that Ryanair ranked as the worst short-haul airline due to issues such as inadequate cabin cleanliness, challenges in accessing customer service and frequent flight disruptions.

Regarding both companies' Instagram accounts, KFC's main account (@kfc) has a total of 1.8 million followers and was created in March 2013. However, its Spanish KFC Instagram account (@kfc.es), which is the one that is going to be analyzed, has around 1.1 million followers, which proportionally to the main account's followers is a very high number. The Spanish account was created in May 2015. On the other hand, Ryanair's Instagram account (@ryanair) was created in February 2015 and has 1.3 million followers.

### 6.1.2. Analysis of the results

During the months of November and December of 2023, KFC Spain published 31 Meme Marketing posts in total, being the month of November the one with the most publications (20 publications, 62,52% of the total publication during the analysed time). KFC Spain's account published daily, except weekends and holidays. On the other hand, Ryanair published a total of 77 Meme Marketing publications during the two months, both with a similar number of publications. Ryanair's account published daily, including weekends and holidays, an average of two posts a day.

Likes

The first criterion that is going to be analyzed is the number of likes of both companies. KFC Spain has gained a total of 4,457,451 likes during both months, being November the month with the most likes (2,944,480 likes in November and 1,512,971 likes in December). On the other hand, Ryanair has gained a total of 1,291,819 likes, which is almost four times less than KFC Spain, taking into account that the number of posts published by Ryanair is more than double the publications of KFC Spain. The month with the most likes in Ryanair's publications is December with a total of 792,460 likes, compared to November with a total of 499,359 likes.
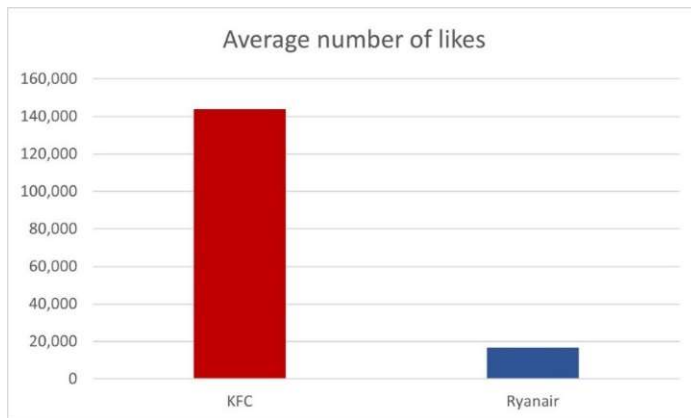
Figure 1

Total number of likes of KFC Spain vs. Ryanair
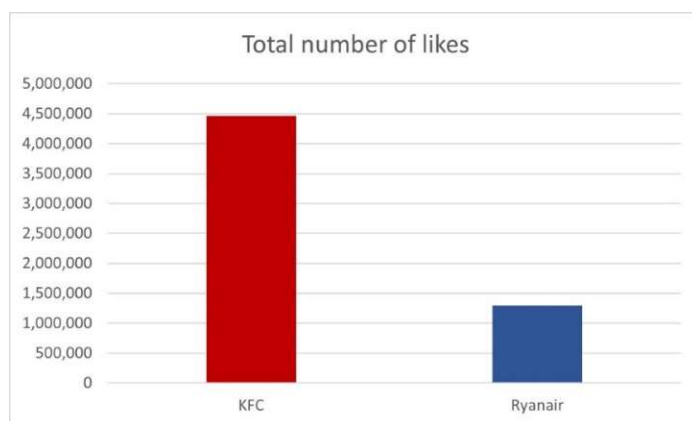
The average number of likes on the posts published by KFC Spain is 143,789, while the average number of likes on the posts published by Ryanair is 16,777.
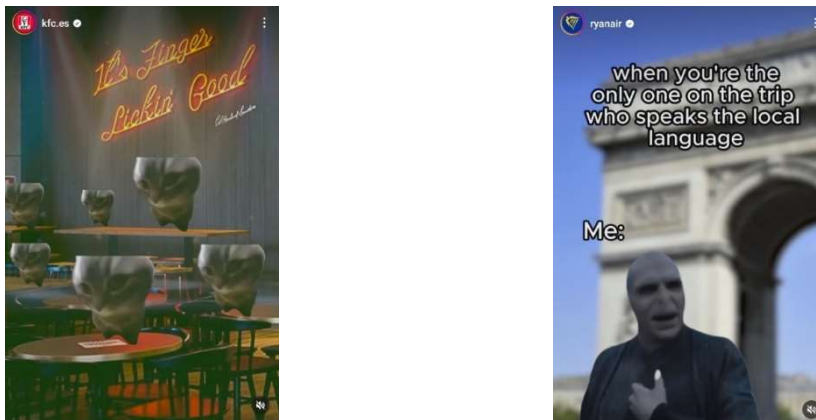
Figure 2

Average number of likes during both months

Average number of likes

KFC's publication with the most likes was published on the 14th of December and reached a total of 549,398 likes. The content of the publication was a video of a popular meme of a cat dancing to a song, but the background was modified to be a KFC restaurant. On the other hand, Ryanair's most liked post was published on the 28th of December and reached a total of 426,772 likes, which is a much greater number of likes than any other of its publications. The content of the post follows a video using a popular meme with a worldwide-known fictional character from the Harry Potter films: Lord Voldemort.

Figure 3

*Photos of the publications. KFC's on the left and Ryanair's on the right*

Note. From KFC España [@kfc.es] and Ryanair [@ryanair], 2023, December 14th and December 28th, https://www.instagram.com/reel/C02NMdGLIDe/?hl=es and https://www.instagram.com/reel/C1Z7-xZpewe/?hl=es.

Comments

The second criterion that is going to be analyzed is the number of comments from both companies. KFC Spain has obtained a total of 20,576 comments during both months, having the month of November the most comments (12,836 comments in November and 7,740 comments in December). On the other hand, Ryanair obtained a total of 7,487 comments during both months, having both months a similar number of comments (3,937 comments in November and 3,550 comments in December).
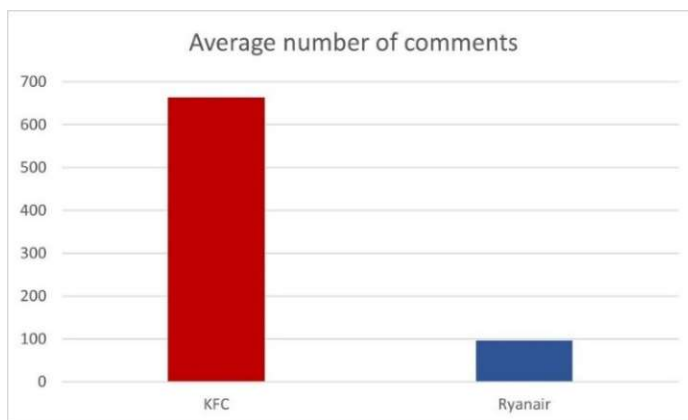
Figure 4

Total number of comments
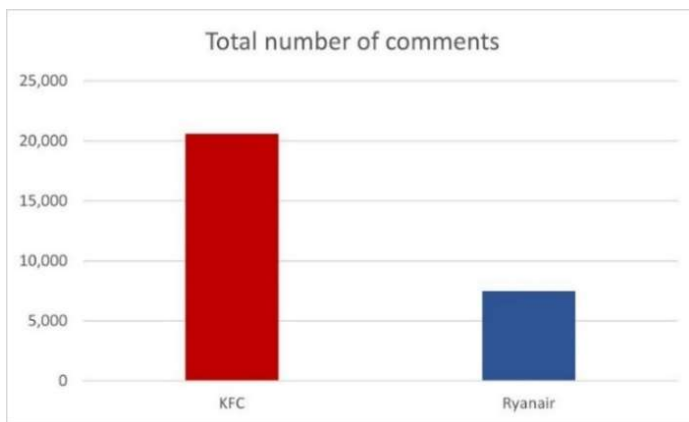
The average number of comments on the posts published by KFC Spain is 664, while the average number of comments on the posts published by Ryanair is 97.

Figure 5

Average number of comments

KFC's and Ryanair's publications with the most comments correspond to the publications with the most likes. While both companies have engaged with their audiences, the types of comments achieved are not the same. The comments received in KFC Spain's content are mainly positive. The type of comments ranges from short messages to long messages, the use of memes in the form of photos or gifs and emoticons. Even though the account publishes memes in Spanish with clear Spanish cultural references, in the comments it can be seen the engagement of international users that, despite the fact that they don't understand completely the references or the language, had received a positive impact. The content that engages most with international users are those with little or no text in Spanish, such as photos with no text, videos with songs or world-wide and current famous memes.

Figure 6

Photo of KFC's Meme Marketing publication

Note. From KFC España [@kfc.es], 2023, November 27th, https://www.instagram.com/p/C0KIdonCtem/
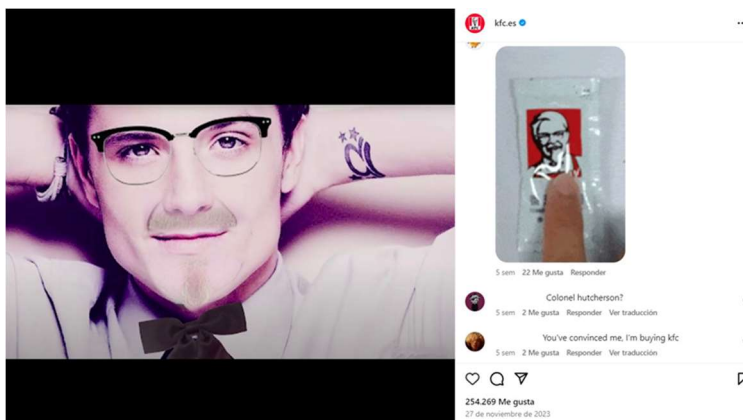
On the other hand, while most of the comments received in Ryanair's publications are positive, they have received some negative comments complaining about the services and theme of the content. The types of comments received are mostly emoticons and long and short texts.

Figure 7

Photo of Ryanair's Meme Marketing publication

*Note*. From Ryanair [@ryanair], 2023, November 16th, https://www.instagram.com/reel/CztzewPoErx/

Types of messages and content

KFC's messages are always aligned with their values of having fun, thus they mostly use popular and trendy memes. The content they upload is always related to either their products or the company itself, therefore they modify existing memes with KFC's brand references or create new ones portraying KFC's restaurants or main brand images such as their famous chicken or the main face of the company, Colonel Sanders.

KFC's content is focused on young people, as they use cultural references such as famous videogames (*Five Nights at Freddy's*), celebrities (Josh Hutcherson), characters (Spiderman) and companies (Spotify), among others, that are mainly focused on this demographic group. The format of the content is photos and videos with little text and no direct reference to the company such as a logo, as the reference is implied on the meme.

Figure 8

Example of the type of content that KFC Spain publishes
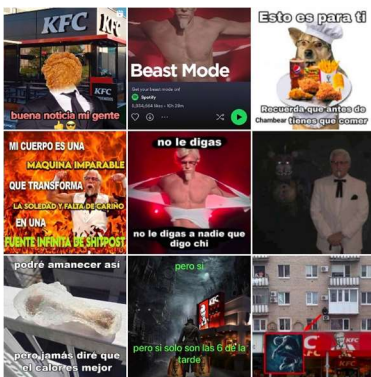
Note. Adapted from KFC España [@kfc.es], https://www.instagram.com/kfc.es/

Ryanair's messages are mostly related to the services they provide and their clients. The type of content they publish is a mixture of trendy memes and self-made memes. The trendy memes can be seen with the use of popular characters such as The Simpsons and celebrities such as the family members of the Kardashians. On the other hand, self-made memes can be seen mainly with their videos portraying their social media admins as the main characters of the video and the use of their famous airplanes.

Unlike KFC Spain, the format of the memes published by Ryanair does have a direct reference to the company, as they publish photos and videos with a white background, blue corporate font color and the yellow logo on the top right corner. This could be due to the fact that the messages of the publications have no or little reference to the company and could be used by any other airline company.

The type of content that Ryanair publishes usually makes references to the typical behaviors of their clients. While most of the users who comment on the publications find it funny, some others complain that it makes fun of their own clients.

Figure 9

Example of the type of content that Ryanair publishes
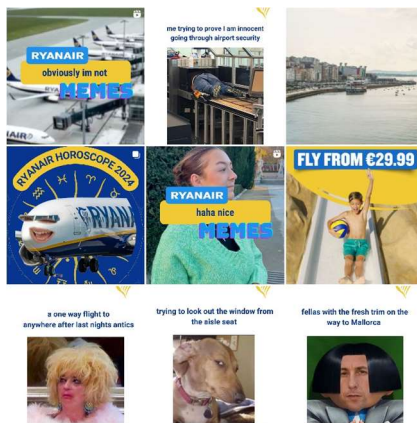
Note. Adapted from Ryanair [@ryanair], https://www.instagram.com/ryanair/
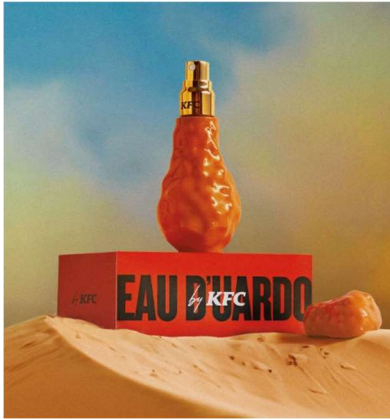
Meme Marketing campaign

During the two months of this study both companies have launched a Meme Marketing campaign.

The Meme Marketing campaign of KFC Spain launched on November 21st, 2023, and ended on December 15th, 2023. The campaign was aimed at promoting the new cologne in the shape of a chicken thigh that KFC promoted in Spain for a limited time. The cologne and the name of the campaign is called Eau D'uardo and features a

KFC chicken thigh. This chicken thigh, called Eduardo, was already a character of KFC Spain that was created in 2020 as a meme and each year has been promoted. For instance, last year, in 2022, it was promoted as a plastic toy (Seara, 2022).

Figure 10

Photo of the Eau D'uardo's campaign

Note. From *Eau D'uardo: La nueva fragancia de KFC*, by KFC España, 2023, https://www.kfc.es/promo/eduardo

KFC's marketing campaign was launched with thirteen posts, eleven of them being Meme Marketing. Most of the posts featured the image of the cologne, while others were references to its shape and the client's experience going to KFC's restaurants to buy the product.

The marketing campaign also featured a time and geographic-limited event. On November 30th, 2023, the account published a post stating that there was going to be an event on December 1st in KFC's restaurant in Gran Via, Madrid, in which 500 of their clients would get an Eau D'uardo cologne for free. This post achieved 43,647 likes and 439 comments, and between the comments, many international and non-residents of Madrid users asked for the event to be expanded to other parts of the country and the world. The event was promoted through a total of four posts and has achieved a total of 170,674 likes and 1,204 comments.

Figure 11

Publication of the Eau D'uardo event

Note. From KFC España [@kfc.es], 2023, November 30th, https://www.instagram.com/p/C0RVEOiiko_/

The Meme Marketing campaign of Ryanair was launched on December 7th, 2023, and lasted till December 24th, 2023. The marketing campaign's aim was to promote Ryanair's gift card for the Christmas season. The campaign featured a total of nine publications, six of them being Meme Marketing and the other three being promoting videos. The format of the publications was a mixture of pictures and videos.

Figure 12

Example of Ryanair's Meme Marketing campaign

Note. From Ryanair [@ryanair], 2023, December 7th, *https://www.instagram.com/p/C0kE9kpPh-A/*

Quantifying results of the Meme Marketing campaigns

In this section, we will analyze the results of both companies' Meme Marketing campaigns (see Tables 4 and 5 in the Appendix).

KFC's campaign, including the event, achieved a total of 1,344,255 likes, while Ryanair's campaign achieved a total of 27,698 likes, taking into account that there is no data on the number of likes of one of the publications.
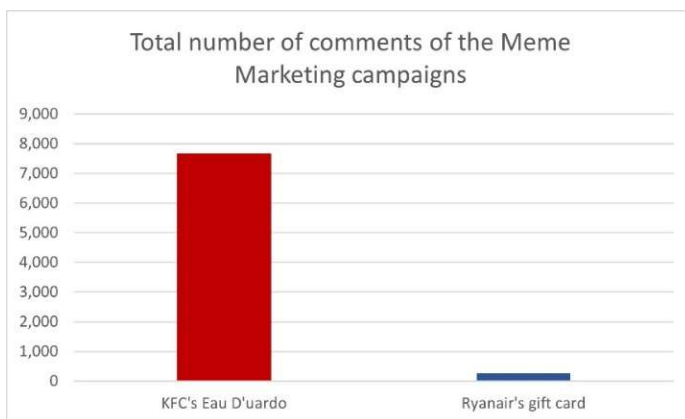
Figure 13

Total number of likes on the Meme Marketing campaigns
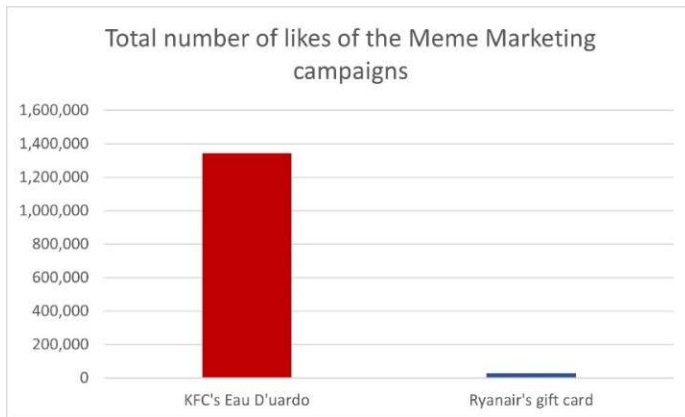
As for the comments, KFC's campaign achieved a total of 7,669 comments and Ryanair's campaign a total of 251 comments.

Figure 14

Total number of comments of the Meme Marketing campaigns

As it can be analysed on the graphics, KFC's Eau D'uardo has achieved more interaction with the users than Ryanair's campaign, despite the fact that Ryanair's account has more followers than KFC Spain.

Engagement rate

As engagement stands as an important factor for a company's reputation, an engagement rate analysis will be conducted to assess the engagement (likes + comments) divided by the number of followers of the Instagram accounts. This will provide the engagement rate of each post. Therefore, to calculate the average engagement rate achieved in both months, the engagement rate per post must be divided by the number of posts (Sehl & Mikolajczyk, 2024). According to Sehl and

Mikolajczyk (2024), social media experts estimate that in general a good engagement rate ranges between 1% to 5%, being outstanding if it surpasses this scale. However, it is worth mentioning that it depends on the social media platform and the type of industry. Therefore, we can not argue that the engagement rates obtained by KFC Spain and Ryanair are comparable. Nonetheless, they offer insight into the success of the Meme Marketing campaigns. Moreover, although this rate isn't commonly employed, it offers a deeper understanding of the disparities between both entities.

$$Engagement\ rate\ per\ post = \frac{(Likes + Comments)}{Followers} \times 100\%$$

$$Average\ engagement\ rate = \frac{Engagement\ rate\ per\ post}{Number\ of\ posts}$$

Table 1

Engagement rate KFC Spain and Ryanair over the period of November and December 2023

	Posts	Engagement	Number of followers	Average Rate
KFC Spain	31	4,478,027	1,164,015	12.4%
Ryanair	77	1,299,306	1,398,835	1.2%

Upon analysis, it's evident that the engagement rate of KFC Spain's Instagram account is very high. Despite KFC Spain's Instagram not being globally focused and primarily featuring culturally specific memes, one potential reason for its high engagement rate could be the interaction from foreign users on posts lacking cultural specificity. Moreover, Ryanair also has obtained a good engagement rate, according to the range provided by Sehl and Mikolajczyk (2024), which reinforces the effectiveness of Meme Marketing strategies.

### 6.2. Attitudes towards Meme Marketing: a quantitative analysis

Demographics

The majority of the participants in our sample are aged between 18 and 24 years old (41% of the participants). The second largest group's age ranges from 45 to more than 55, which corresponds to 34% of the participants. 21% of the participants

were aged between 25 and 44 years old. Lastly, only two participants are aged less than 18 years old, which corresponds to 4% of participants.

Figure 15

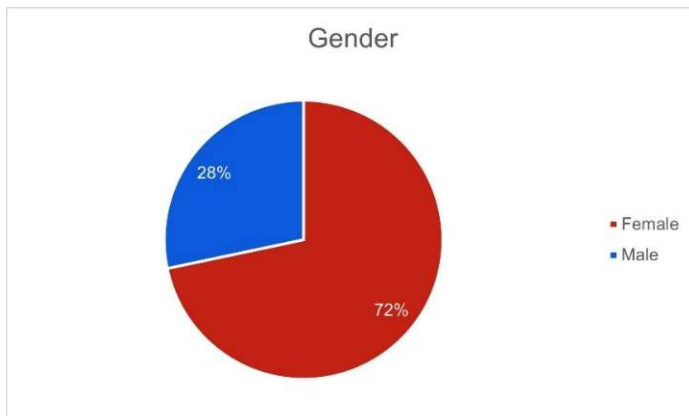*Range of age of the participants*
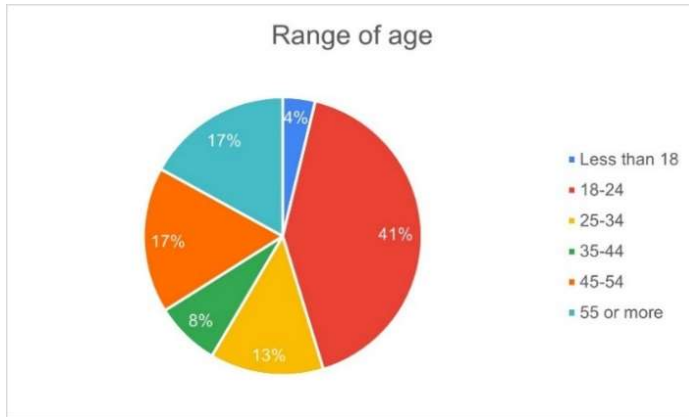
The majority of the participants are female (72% of the participants), while 28% of the participants are male.

Figure 16
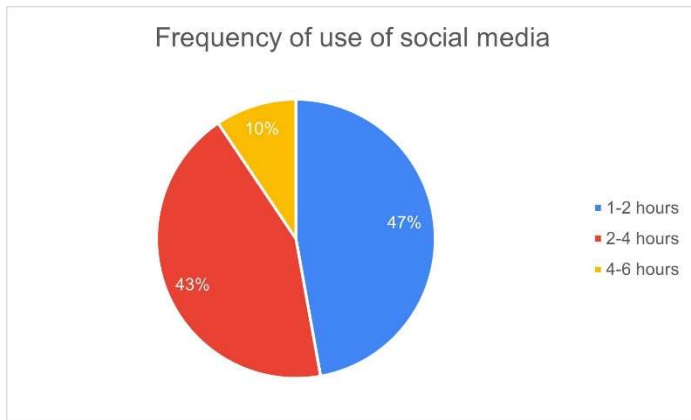
Gender of the participants

Social media usage

All the participants use social media networks. The majority of the participants use social media between 1-2 hours a day (47% of the participants), while 43% of the participants, 2-4 hours.

Figure 17

*Frequency of use of social media*

The social media platforms the majority of the participants use are Instagram (71.7%), YouTube (50.9%), Facebook (41.5%) and TikTok (39.6%). On the other hand, the least used social media are Tumblr (1.9%) and X (Twitter) (24.5%).

The main reasons to use social media platforms are mostly for entertainment (34%) and to keep in touch with friends and family (24%). The use of social media to discover new products or services is chosen by only 10% of the participants.

Figure 18

Reasons to use social media
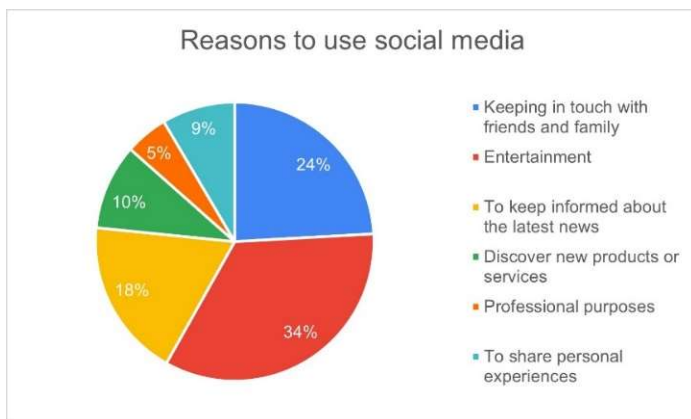
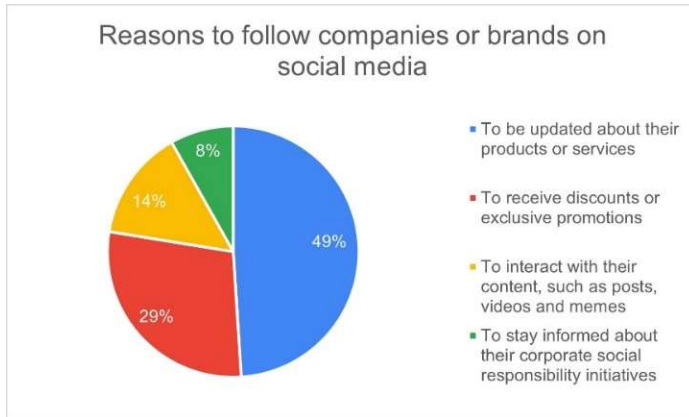The majority of the participants follow some company or brand on social media (57%). However, 43% of the participants also answered that they do not follow any company or brand on social media. Moreover, from the 49% of participants who follow any company or brand on social media, they do it because they want to be updated about their products or services. The second main reason is to receive discounts or

exclusive promotions (29%). On the other hand, none of the participants said that they use it for customer support or assistance.

Figure 19

Reasons to follow companies or brands on social media

Meme Marketing

56.6% of the participants have never heard of the term Meme Marketing. However, 84.9% of the participants have encountered at least once a Meme Marketing campaign. The majority of those who have encountered once a Meme Marketing campaign, have encountered them less than once a week. On the other hand, 18% of the participants have seen a Meme Marketing campaign many times a day and another 18%, once a day.

Figure 20

Frequency of encounter of Meme Marketing campaigns on social media
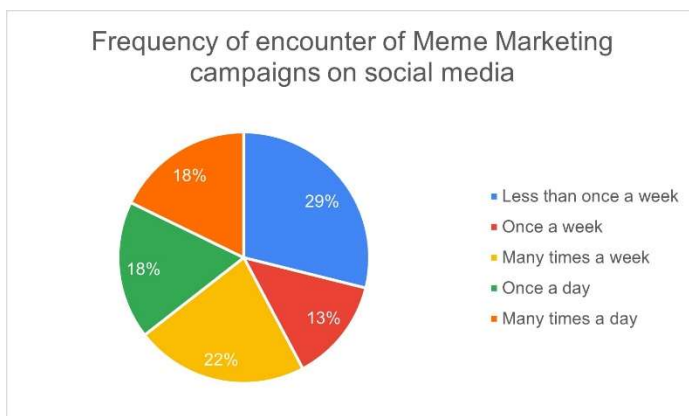
However, according to 37% of the participants, the frequency of encounters with Meme Marketing campaigns on social media does neither have a positive nor a negative impact on how they perceive a company. Nonetheless, a total of 53% of the

participants think that it has a positive impact on how they perceive a company. Thus, the more they see Meme Marketing campaigns on social media, the better corporate image they think the company has.

Figure 21

Frequency of encounter of Meme Marketing and positive impact on reputation
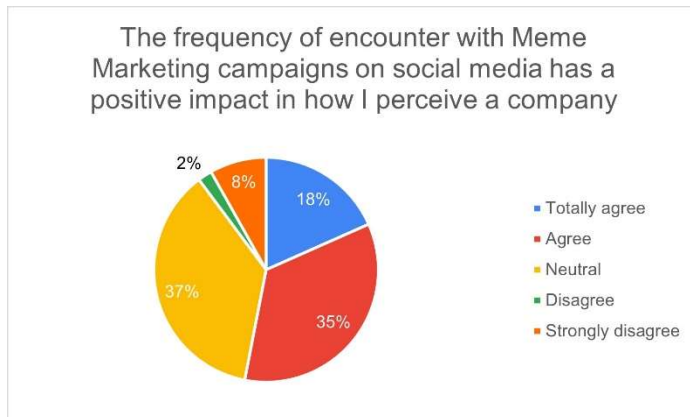
34% of the participants never interact with Meme Marketing by liking, sharing or commenting on it and 22% rarely do it. On the other hand, 20% of the participants always or often interact with the Meme Marketing content. Finally, 24% sometimes interact.

Figure 22

Interaction with Meme Marketing on social media
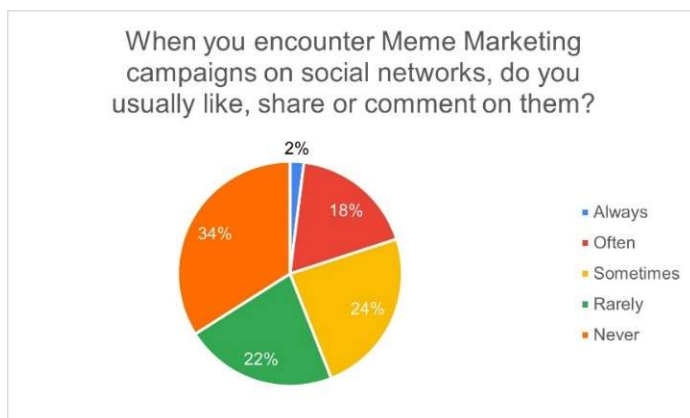
Even though, on a previous question the majority of the participants (57%) answered that they follow any company or brand on social media, 69.2% of the participants don't follow any company that uses Meme Marketing. When asked if they would be more likely to follow a company on social media if they frequently use Meme Marketing on its content, 41% of the participants answered that they are neutral, 33%

feel like they are more prone to follow, and 26% of the participants wouldn't follow the company.

Figure 23

Likelihood of following a company if it uses Meme Marketing
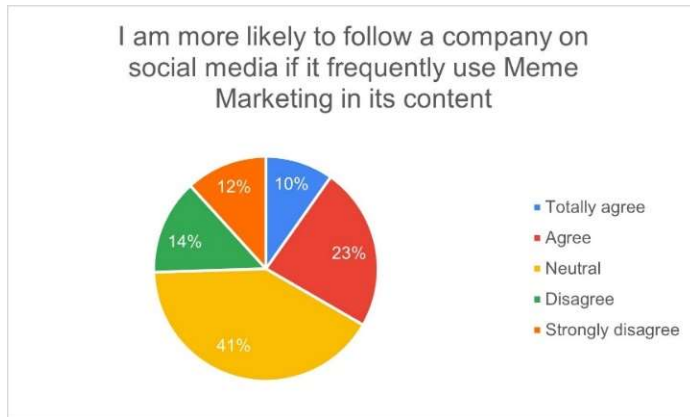
Attitudes towards Meme Marketing and corporate reputation

Even though 56% of the participants answered that they never or rarely interact with the Meme Marketing content by liking, commenting or sharing it, 36% of the participants answered that they think that the use of Meme Marketing is highly effective for reaching consumers and grabbing their attention and 41% answered they think it is somewhat effective. On the other hand, 6% of the participants think it is somewhat or very ineffective.

Figure 24

Effectivity of Meme Marketing in engaging with the public
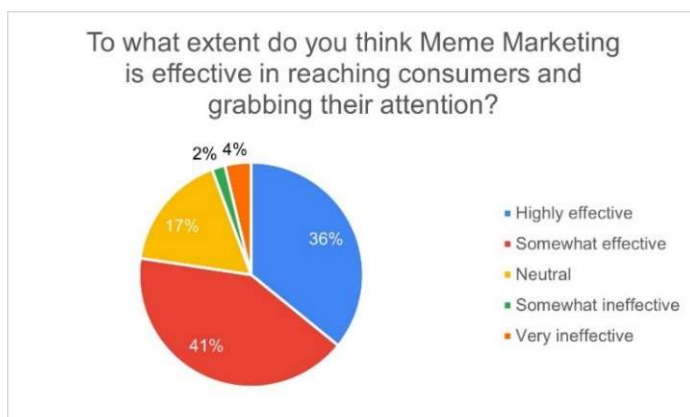
38% of the participants have a somewhat positive attitude towards Meme Marketing as a business strategy, and 28% have a very positive attitude. 26% are neutral in their attitudes toward Meme Marketing. On the other hand, 8% have a somewhat or very negative attitude.

Figure 25

Attitudes towards Meme Marketing as a business strategy
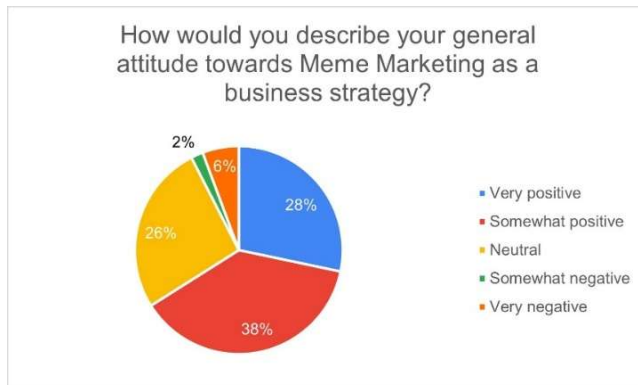
53% of the participants think that Meme Marketing campaigns should be in line with a company's core values and image, referring to only posting meme content that has a direct reference to the company. Moreover, 28% of the participants think that it is somewhat important; however, they would accept content that does not have a direct reference to the company. Finally, 19% of the participants are neutral, they neither think or not think that Meme Marketing should be aligned with the company's image and values. None of the participants think that it is somewhat or very unimportant.

Figure 26

Attitudes towards the alignment of Meme Marketing and the corporate image and values
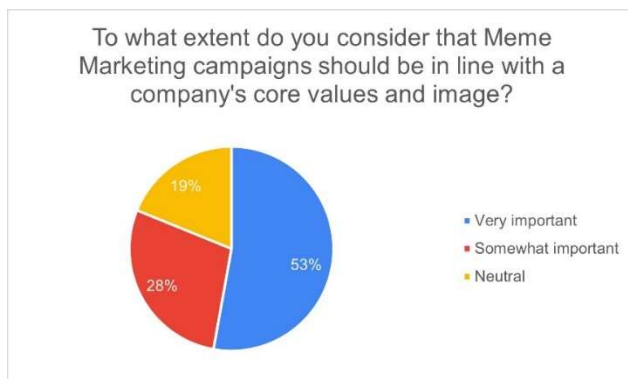
96.2% of the participants think that Meme Marketing can contribute to a company's ability to effectively engage with a younger audience. However, few of the participants, whose age ranges between 45 and more than 55 year old, had answered in a previous question that they have somewhat positive or very positive attitudes towards Meme Marketing as a business strategy.

Figure 27

Effectivity of Meme Marketing on a younger audience
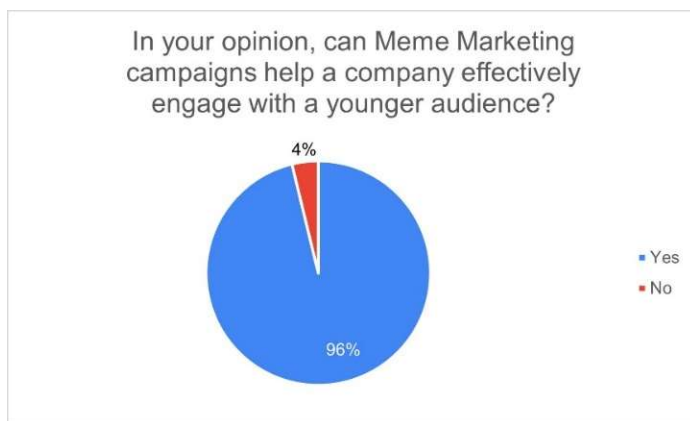
Lastly, 49% of the participants don't think that Meme Marketing practices are suited for any kind of company or industry. 17% are neutral towards the suitability of Meme Marketing in different kinds of industries. Finally, 30% think that Meme Marketing can be used by any kind or almost any kind of company and industry.

Figure 28

Suitability of Meme Marketing in all types of companies and industries
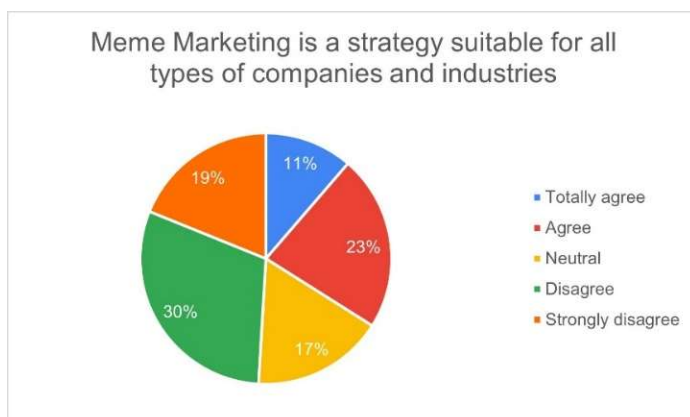
Attitudes of young participants towards Meme Marketing

As most of the participants have stated that Meme Marketing can effectively engage with younger audiences, this section will analyse the attitudes towards Meme Marketing of the young participants, whose ages range from less than 18 to 24 years old. The percentage of participants within this range of age is 45%.

In terms of the positive impact of Meme Marketing campaigns on the perception of the company, the analysis revealed that a significant portion of young participants hold a favourable view. Specifically, 52% of respondents indicated agreement on the positiveness of the impact, while an additional 43% expressed complete agreement. However, when it comes to actual engagement with Meme Marketing content, the findings suggest a more varied response. 31% reported frequently engaging with Meme Marketing campaigns through actions such as liking, commenting, or sharing. Meanwhile, 30% indicated occasional engagement and 39% rarely or never doing so. Interestingly, the likelihood of following a company that utilizes Meme Marketing strategies garnered mixed responses. While 38% expressed agreement with this idea and 21% strongly agreement, a notable portion of participants (33%) remained neutral on the matter.

Regarding effectiveness, a significant majority of respondents (63%) perceive Meme Marketing as highly effective in reaching consumers and capturing their attention. An additional 33% deemed it somewhat effective in achieving these objectives. Moreover, in terms of attitudes towards Meme Marketing as a business strategy, the study found that opinions were generally positive. Half of the participants regarded it as somewhat positive, while 46% viewed it very positively. The alignment of Meme Marketing strategies with a company's core values and image emerged as another important consideration. A substantial majority (67%) deemed this alignment very important, with an additional 21% regarding it as somewhat important.

Furthermore, the research revealed a unanimous belief among participants that Meme Marketing primarily targets young people, indicating a shared perception of its target audience. Lastly, there was some divergence of opinion regarding the applicability of Meme Marketing across various companies and industries. A significant proportion of the respondents, comprising 33% who disagreed and 25%

who strongly disagreed, expressed skepticism about its suitability for every type of company or industry.

7. Conclusion

To conclude, this study has examined the correlation between the usage of Meme Marketing as a business strategy and its influence on corporate reputation through two distinct analyses: a comparative and a quantitative. From these analyses, the following conclusions have been drawn:

Firstly, Meme Marketing generates high rates of engagement and brand awareness, ultimately contributing to a positive corporate reputation. The comparative analysis between KFC Spain and Ryanair underscores the significant impact of Meme Marketing on engagement rate. Both accounts reached good levels of engagement. Moreover, it is worth mentioning that KFC Spain achieved a very high engagement rate, effectively engaging culturally diverse audiences. This highlights the potential of Meme Marketing to transcend geographical and cultural boundaries, amplifying brand reach and ultimately reputation.

Furthermore, insights achieved from the survey analysis reaffirm the efficacy of Meme Marketing in shaping consumer perceptions. A majority of participants acknowledged the positive impact of the frequency of encountering Meme Marketing content on social media and believed in its effectiveness in capturing consumer attention. Additionally, a significant proportion expresses favourable attitudes towards Meme Marketing as a strategic business approach. However, amidst these positive sentiments, a considerable percentage rarely or never interact with such content, suggesting varying levels of receptiveness among consumers. Nonetheless, these results arise due to the different demographics surveyed and, thus, the generational difference between the participants.

Secondly, Meme Marketing is a very effective tool to engage with younger audiences. Survey findings reveal a notable discrepancy in attitudes towards Meme Marketing between age groups. While some participants aged 45 and above express positive attitudes towards Meme Marketing as a business strategy, they are relatively fewer compared to younger age groups, suggesting potential generation differences in

perception. Moreover, the overwhelming majority of participants across all age groups acknowledge Meme Marketing's effectiveness in engaging with younger audiences.

Within the younger demographic, a clear consensus emerges regarding the positive impact of Meme Marketing on company perception and its efficacy in reaching consumers and seizing their attention. The majority of younger respondents express favourable attitudes towards Meme Marketing as a strategic business tool. However, despite their positive sentiment, only 61% frequently or occasionally engage with Meme Marketing campaigns, and 59% indicate a likelihood of following companies using such strategies. Moreover, while Meme Marketing is recognized as a potential tool for engaging younger audiences, there is a prevailing belief among respondents that its effectiveness may vary across different industries or sectors. Many participants emphasized the importance of aligning Meme Marketing efforts with the company's core values.

Thirdly, while Meme Marketing generally generates positive engagement and enhances awareness, it can also have adverse effects on a company's corporate reputation. The comparison between KFC Spain and Ryanair's Instagram accounts illustrates that sentiments towards Meme Marketing are universally favourable. Particularly, Ryanair, known for its negative reputation and numerous crises, received mixed feedback on the use of Meme Marketing, with some comments suggesting it masked the airline's perceived poor service quality. It is interesting to mention that despite posting more frequently than KFC Spain, Ryanair generated less engagement and user interaction, which is potentially indicative of a mismatch between the company's target audience preferences and the entertainment-focused nature of Meme Marketing. Conversely, KFC Spain exemplifies effective Meme Marketing usage, successfully engaging with its predominantly younger target audience. This highlights the importance of strategic alignment between Meme Marketing tactics and the preferences of the target audience.

In summary, Meme Marketing offers significant opportunities for fostering engagement and brand awareness, particularly among younger audiences, thereby enhancing corporate reputation positively. However, it's essential to recognize that these interactions can also have adverse effects, particularly for companies with pre-existing negative reputations and companies that don't have a clear understanding of their consumers' behaviours and attitudes.

7.1. Limitations and suggestions for future research

Throughout this study, several limitations have been identified. Firstly, the analysis of the Instagram accounts was constrained by time, as the study spanned only two months. This limited timeframe may not have provided sufficient data to draw definitive conclusions, particularly as the selected months were characterized by high activity, such as during the Christmas season. Additionally, the absence of specialized applications for more accurate measurement of insights over a longer duration and across various types of relevant data was notable, as data collection relied solely on manual methods. Consequently, the sentiment analysis of the Instagram posts from both companies may be subjective, as the data was gathered in a more general manner rather than being specific and conducted on a post-by-post basis.

Regarding the limitations identified in the survey, perhaps the most significant is the restricted number of respondents. Consequently, it becomes challenging to extrapolate the data reliably. Moreover, there's the possibility that some participants may not have responded truthfully or may have answered questions that contradicted their responses to previous questions. Additionally, unclearly formulated questions could have led participants to struggle in determining which answer to select.

This study lays the groundwork for future research aimed at analyzing the influence of Meme Marketing across various companies of different industrial sectors and with varying degrees of reputation. This future research could be extended over a longer period to thoroughly explore the substantial impacts of such marketing strategies.

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9. Appendix

Table 2

Number of likes and comments of KFC Spain's Instagram account

Date	Number of likes	Number of comments
02/11/2023	454,459	451
03/11/2023	112,442	247
06/11/2023	113,386	514
07/11/2023	286,386	735
08/11/2023	80,144	196
10/11/2023	85,392	304
13/11/2023	104,939	236
14/11/2023	119,573	206
15/11/2023	55,612	519
16/11/2023	192,862	2,206
17/11/2023	183,871	588
20/11/2023	69,001	420
22/11/2023	318,177	3,551
23/11/2023	127,194	319

24/11/2023	138,860	255
27/11/2023	254,018	846
28/11/2023	77,972	165
29/11/2023	85,522	287
30/11/2023	43,485	439
30/11/2023	41,185	352
01/12/2023	42,175	138
05/12/2023	70,220	347
11/12/2023	249,801	379
12/12/2023	130,640	188
13/12/2023	103,103	477
14/12/2023	549,398	4,426
15/12/2023	72,287	233
19/12/2023	81,605	354
20/12/2023	71,367	319
27/12/2023	52,380	161
29/12/2023	89,995	718

Table 3

Number of likes and comments of Ryanair's Instagram account

Date	Number of likes	Number of comments
01/11/2023	22,345	205
02/11/2023	4054	71
02/11/2023	6821	46
03/11/2023	32997	144
04/11/2023	7899	41
05/11/2023	8723	60
06/11/2023	14561	113
06/11/2023	9673	69
07/11/2023	3924	36
07/11/2023	2197	11
08/11/2023	6526	48

08/11/2023	2826	45
09/11/2023	28,682	346
10/11/2023	3448	46
10/11/2023	5143	32
11/11/2023	7919	28
12/11/2023	5802	53
13/11/2023	31590	275
13/11/2023	2045	32
14/11/2023	17993	81
14/11/2023	6167	58
15/11/2023	5909	54
15/11/2023	3805	44
16/11/2023	8788	79
17/11/2023	160554	652
17/11/2023	3194	59
18/11/2023	7371	73
19/11/2023	8660	174
20/11/2023	18437	608
20/11/2023	7110	71
22/11/2023	6820	41
23/11/2023	5940	42
23/11/2023	5252	23
23/11/2023	6023	23
24/11/2023	5333	26
26/11/2023	4400	45
27/11/2023	4087	29
28/11/2023	2069	15
30/11/2023	4272	39
01/12/2023	4400	26
02/12/2023	2763	24
03/12/2023	5776	29
04/12/2023	11310	112

04/12/2023	1724	20
05/12/2023	13661	108
05/12/2023	3728	29
06/12/2023	2583	35
06/12/2023	4288	34
07/12/2023	5673	34
08/12/2023	9970	42
09/12/2023	1620	39
10/12/2023	6008	41
11/12/2023	16507	118
11/12/2023	4009	81
12/12/2023	5300	56
13/12/2023	3428	27
14/12/2023	2745	13
15/12/2023	6684	49
15/12/2023	1345	25
16/12/2023	3942	27
17/12/2023	5607	37
18/12/2023	17111	138
19/12/2023	44399	597
19/12/2023	1817	16
20/12/2023	4398	46
20/12/2023	4138	15
21/12/2023	74276	210
23/12/2023	23412	168
24/12/2023	4523	13
25/12/2023	20042	82
26/12/2023	5837	24
27/12/2023	15897	96
28/12/2023	426772	980
28/12/2023	2857	38
29/12/2023	5153	30

30/12/2023	11533	54
31/12/2023	7224	37

Table 4

Number of likes and comments and type of format of the content of KFC's Meme Marketing campaign Eau D'uardo

Date	Number of likes	Number of comments	Format of the content
21/11/2023	29,331	462	Video
22/11/2023	318,177	3551	Video
23/11/2023	127,194	319	Picture
24/11/2023	138,860	255	Picture
27/11/2023	254,018	846	Picture
28/11/2023	77,972	165	Picture
29/11/2023	85,522	287	Picture
30/11/2023	43,485	439	Picture
30/11/2023	41,185	352	Video
01/12/2023	42,175	138	Picture
01/12/2023	43,829	275	Video and Pictures
05/12/2023	70,220	347	Picture
15/12/2023	72,287	233	Picture

Table 5

Number of likes and comments and type of format of the content of Ryanair's Meme Marketing campaign

Date	Number of likes	Number of comments	Format of the content
07/12/2023	5,673	34	Picture
09/12/2023	1,620	39	Picture
13/12/2023	No data	11	Video
15/12/2023	1,345	25	Video
16/12/2023	3,942	27	Picture
20/12/2023	4,138	15	Picture
22/12/2023	5,009	75	Video
24/12/2023	1,448	12	Video
24/12/2023	4523	13	Picture

Appendix 6

Cross-sectional survey in Spanish

El Meme marketing y su impacto en la reputación corporativa

¡Hola! Esta encuesta forma parte de mi Trabajo de Fin de Grado del doble grado de Traducción e Interpretación y Bachelor in Global Communication de la Universidad Pontificia Comillas. El objetivo de esta encuesta es analizar la repercusión que tiene el Meme marketing en la reputación de las empresas. Se harán preguntas sobre el uso de las redes sociales, el concepto de "Meme marketing" (no se necesita tener un conocimiento previo) y opiniones de su uso.

La participación es voluntaria y anónima y solo se tarda en hacer unos minutos. Se agradece su difusión.

¡Muchas gracias por participar!

* Indica que la pregunta es obligatoria

Información demográfica

En esta sección se analizará el género y la edad de los participantes.

1. ¿En qué franja de edad se sitúa? *

   Marca solo un óvalo.

   ◯ Menor de 18
   ◯ 18-24
   ◯ 25-34
   ◯ 35-44
   ◯ 45-54
   ◯ 55 o mayor

2. ¿Cuál es su género? *

   Marca solo un óvalo.

   ◯ Masculino
   ◯ Femenino
   ◯ Otros

Frecuencia de uso de las redes sociales

En esta sección se analizará el uso de las redes sociales, su frecuencia, tipos y razones.

3. ¿Utiliza alguna red social? *

   Marca solo un óvalo.

   ◯ Sí
   ◯ No

4. ¿Cuántas horas al día dedica de media a las redes sociales? (Haga una estimación)

   Marca solo un óvalo.

   ◯ 1-2 horas
   ◯ 2-4 horas
   ◯ 4-6 horas
   ◯ Más de 6 horas

5. ¿Cuáles de las siguientes redes sociales utiliza con frecuencia? (Seleccione todas las que procedan)

Selecciona todos los que correspondan.

- [ ] Facebook
- [ ] X (Twitter)
- [ ] Instagram
- [ ] Tiktok
- [ ] YouTube
- [ ] Tumblr

6. ¿Cuáles son las principales razones por las que utiliza las redes sociales? (Seleccione todas las que procedan)

Selecciona todos los que correspondan.

- [ ] Estar en contacto con amigos y familiares
- [ ] Fines profesionales
- [ ] Entretenimiento
- [ ] Mantenerse informado sobre la actualidad
- [ ] Compartir experiencias personales
- [ ] Descubrir nuevos productos o servicios

7. ¿Sigue a alguna empresa o marca en las redes sociales?

Marca solo un óvalo.

- ( ) Sí
- ( ) No

8. En caso afirmativo. ¿Cuáles son sus principales motivos? (Seleccione todas las que procedan)

Selecciona todos los que correspondan.

- [ ] Para estar al día sobre sus productos o servicios
- [ ] Para recibir descuentos o promociones exclusivas
- [ ] Para interactuar con sus contenidos, como publicaciones, vídeos y memes
- [ ] Para pedir ayuda o asistencia al cliente
- [ ] Para mantenerse informado sobre sus iniciativas de responsabilidad social corporativa

Meme marketing

Se define Meme marketing como el uso de memes (imágenes, videos o frases humorísticas que son virales en las redes sociales) para promocionar productos, servicios o marcas. En esta sección se analizará su conocimiento y opinión sobre el Meme marketing.

9. ¿Alguna vez había escuchado el término Meme marketing? *

Marca solo un óvalo.

- ( ) Sí
- ( ) No

10. ¿Se ha encontrado alguna vez con una campaña de Meme marketing? *

Marca solo un óvalo.

- ( ) Sí
- ( ) No

11. En caso afirmativo. ¿Con qué frecuencia se encuentra con campañas de Meme marketing en las redes sociales?

Marca solo un óvalo.

- ◯ Mucha veces al día
- ◯ Una vez al día
- ◯ Muchas veces a la semana
- ◯ Una vez a la semana
- ◯ Menos de una vez a la semana

12. La frecuencia con la que me encuentro con el Meme marketing en las redes sociales tiene un impacto positivo en cómo percibo a una empresa.

Marca solo un óvalo.

- ◯ Totalmente de acuerdo
- ◯ De acuerdo
- ◯ Neutral
- ◯ En desacuerdo
- ◯ Totalmente en desacuerdo

13. Cuando se encuentra con campañas de Meme marketing en las redes sociales, ¿suele darles a me gusta, compartirlas o comentarlas?

Marca solo un óvalo.

- ◯ Siempre
- ◯ A menudo
- ◯ Algunas veces
- ◯ Casi nunca
- ◯ Nunca

14. ¿Sigue a alguna empresa que utilice Meme marketing?

Marca solo un óvalo.

- ◯ Sí
- ◯ No

15. Soy más proclive a seguir a una empresa en las redes sociales si utiliza con frecuencia el Meme marketing en sus contenidos.

Marca solo un óvalo.

- ◯ Totalmente de acuerdo
- ◯ De acuerdo
- ◯ Neutral
- ◯ En desacuerdo
- ◯ Totalmente en desacuerdo

Actitudes hacia el Meme marketing y la reputación corporativa

En esta sección se analizarán sus opiniones sobre el Meme marketing con respecto a la reputación de una empresa.

16. ¿Hasta qué punto cree que el Meme marketing es eficaz para llegar a los consumidores y captar su atención? *

Marca solo un óvalo.

- ◯ Muy eficaz
- ◯ Algo eficaz
- ◯ Neutral
- ◯ Algo ineficaz
- ◯ Muy ineficaz

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17. ¿Cómo describiría su actitud general hacia el Meme marketing como estrategia comercial? *

Marca solo un óvalo.

◯ Muy positiva

◯ Algo positiva

◯ Neutral

◯ Algo negativa

◯ Muy negativa

18. ¿Hasta qué punto considera que las campañas de Meme marketing deben estar en consonancia con los valores fundamentales y la imagen de una empresa? *

Marca solo un óvalo.

◯ Muy importante

◯ Algo importante

◯ Neutral

◯ Poco importante

◯ Nada importante

19. En su opinión, ¿pueden las campañas de Meme marketing contribuir a que una empresa conecte eficazmente con un público más joven? *

Marca solo un óvalo.

◯ Sí

◯ No

20. El Meme marketing es una estrategia adecuada para todo tipo de empresas e industrias. *

Marca solo un óvalo.

◯ Totalmente de acuerdo

◯ De acuerdo

◯ Neutral

◯ En desacuerdo

◯ Totalmente en desacuerdo

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