

PULSAR*



What does it mean for a brand to be 'loved' by audiences?

PANDORA[®]

Brands are loved in different ways

No two brands are spoken about in the same way. Different audiences bring their own associations and ways of relating to all the different components that make up a brand's identity. In this study, we explore the nuances of brand affinity by examining different types of love across five household names that evoke feelings of 'love'..

We'll be covering:

- How different audiences and communities show different types of love to each brands
- How different languages - and emojis - shape the conversations beloved brands
- What products and content provide focal points for 'loving' behavior

Approach

Data Collection Period:

Nov 20th 2023 – Feb 19th 2024

Channels:

 X  Reddit  Facebook  TikTok
 Pinterest  Blogs  Forums

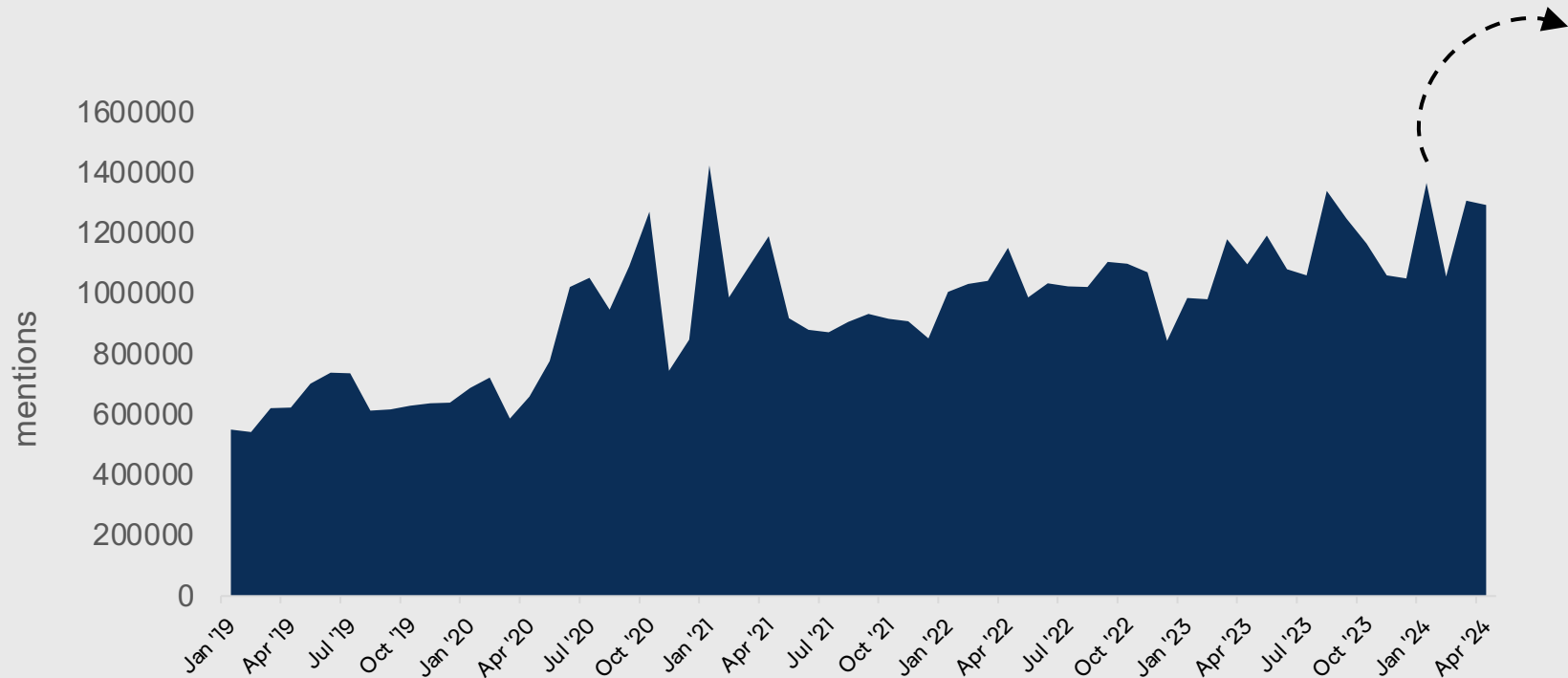
Markets/Languages:

Global data collection.

Analysis collects all mentions in English language

More and more people talk about loving brands

Audiences appear to be increasingly open and demonstrative when talking about brands. This reflects wider trends within culture and society, in which an anti-corporate screed has been progressively replaced by supporting and engaging with the ‘right’ brands. So how do brands earn this status amongst consumers?



Thierry really made fashion WITH women and not for them. That’s why this will always be a fave brand.



Thierry Mugler, Spring 1994

Five beloved brands...

Each of these five brands boasts an audience who relate to it through the prism of 'love'.

On top of this, each brand's core proposition revolves around establishing an aspirational aesthetic. How each brand builds on that proposition through the addition of ethical or emotive elements is something we'll explore in more depth.

We've also identified three different expressions of love, each reflecting a different aspect of the consumer conversation around a brand.

PANDORA



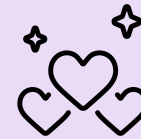
patagonia



lululemon

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... three expressions of love



Affection

Demarcated by expressions of 'love'



Admiration

A feeling of respect, approval, and appreciation for a brand



Advocacy

Actively supporting, promoting, or defending a brand

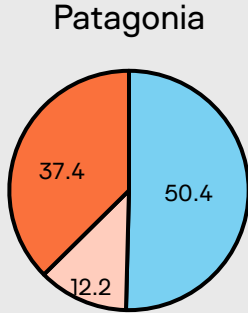
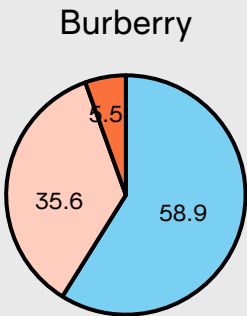
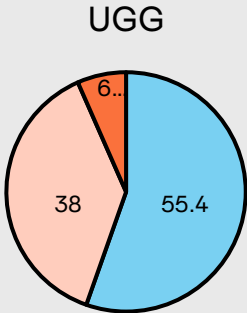
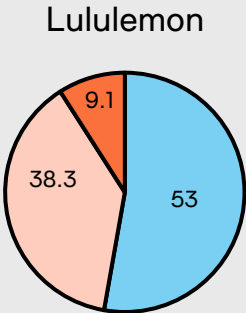
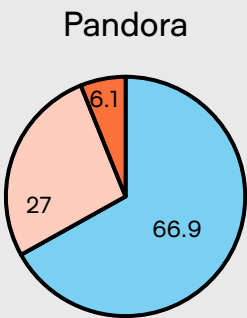
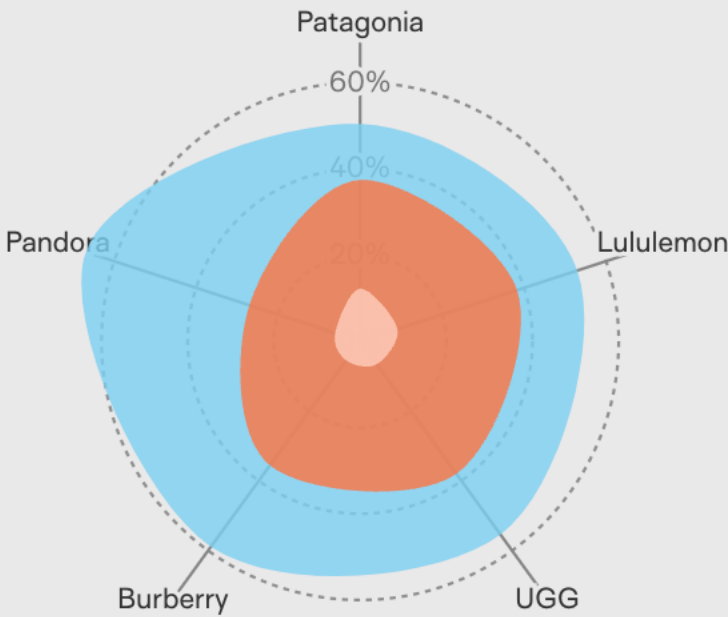
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Different brands receive different types of love

Exploring the dimensions of brand affinity across three dimensions – affection, acknowledgment, and advocacy – allows us to explore how each brand resonates with its audiences. Pandora’s audiences, for instance, are particularly likely to offer straightforward declarations of affection: ‘I love...’.

Conversely, Patagonia is strong in admiration/acknowledgment, as audiences acknowledge their brand story and ethical actions. At the same time, Lululemon and Ugg lead in advocacy – meaning that audiences are spending a disproportionate amount of time going to bat for their top brands in online discussion.

Affection Acknowledgment Advocacy

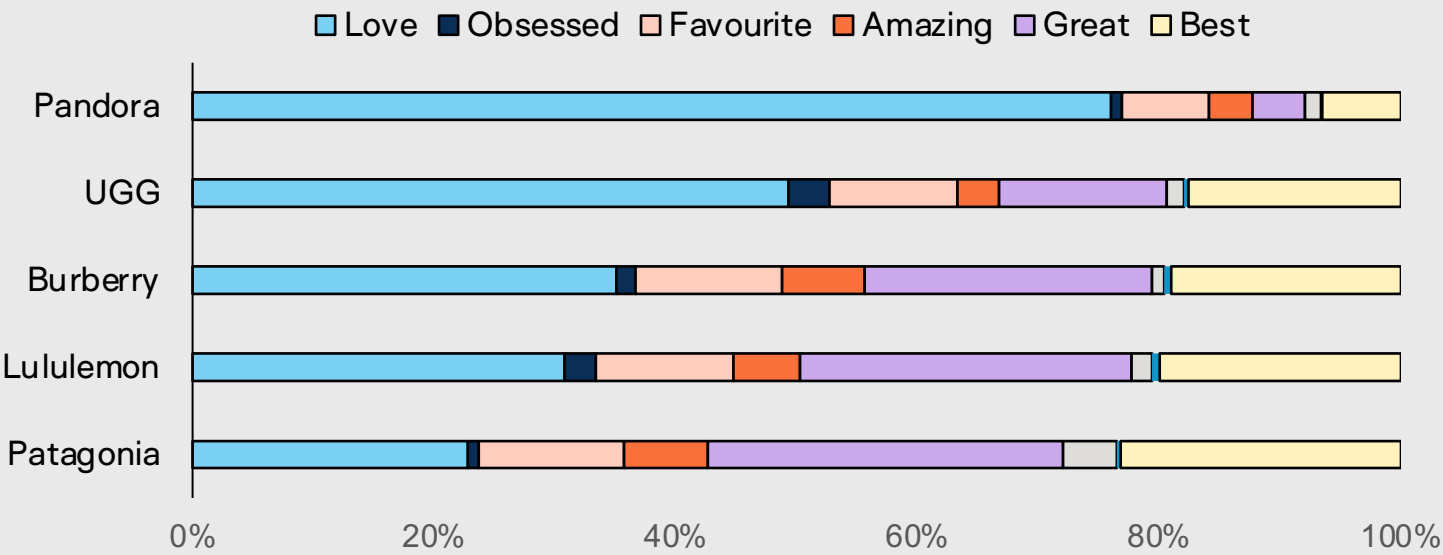


Love languages: how audiences talk about brands

Each brand sits within a unique linguistic context – this is especially true when it comes to talking about ‘loved’ brands.

Pandora's emphasis on 'love' reflects the sentimental value their customers attach to their products. Items can either be loved on their own terms as aspirational items, or else due to the accumulated memories that result from receiving jewellery items on significant life occasions. Meanwhile, the proximity of Patagonia to mentions of 'best' and 'great' signifies a dedication to quality and exceptional experiences, which provides a foundational point from which to appeal to a broader audience,

On the other hand, the high uptick in 'obsessed' or 'favorite' for UGG and Lululemon demonstrates the degree to which their fandoms associate with the brand’s products, either in the face of cultural opprobrium or competing propositions.



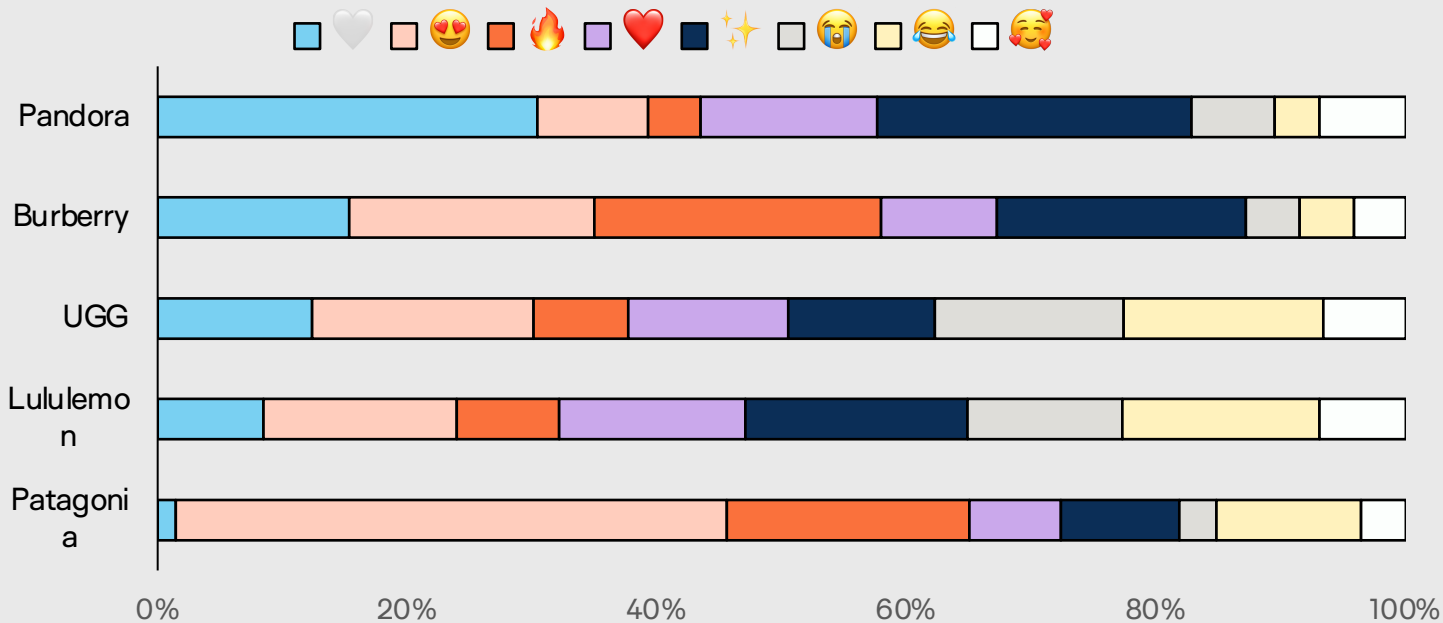
Emotion through emoji: consumer conversations go beyond words

Emojis also serve as key cultural markers, particularly among younger demographics, offering insights into brand expression and online discourse dynamics.

Pandora fans frequently use the silver heart emoji to express affection, reflecting the brand's signature silver jewellery. To that extent, it is used as a shorthand for statements such as 'I'm a silver girl'.

In contrast, contemporary brands like Lululemon and UGGs are often associated with laughing emojis. There appears a slightly ironic bent to some of this conversation, with the brand's items simultaneously positioned as luxury items and symbols of slacker culture, 'dressed down' looks or busy lifestyles.

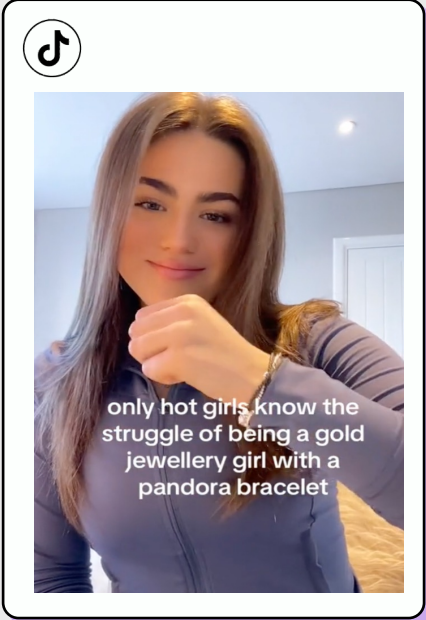
Interestingly, Patagonia consumers use emojis less frequently, likely due to their presence in forums or Reddit where textual expression is more common.



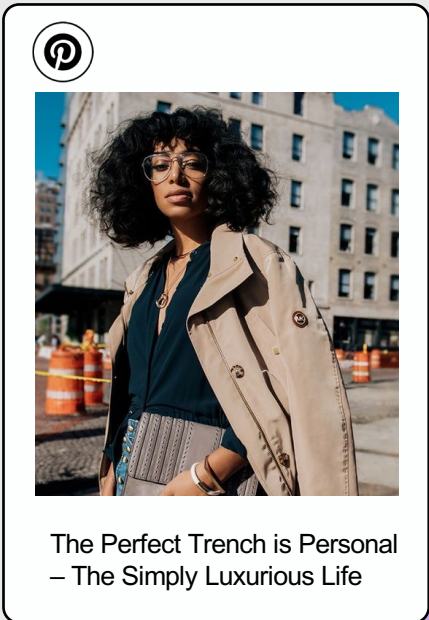
What are these different types of love predicated on?

Brand affinity is driven by diverse product and marketing strategies across each of these brands. For example, Pandora emphasizes personalization and sentimental values, resonating with young female communities on visual platforms like TikTok and Instagram.

Other female-driven brand identities, such as Lululemon, evoke brand love through shared community values, creating a community of OOTD-ers and fellow athletes. Patagonia, meanwhile, attracts 'love' from both within and outside its core audience, due to sustainability & ethical initiatives.



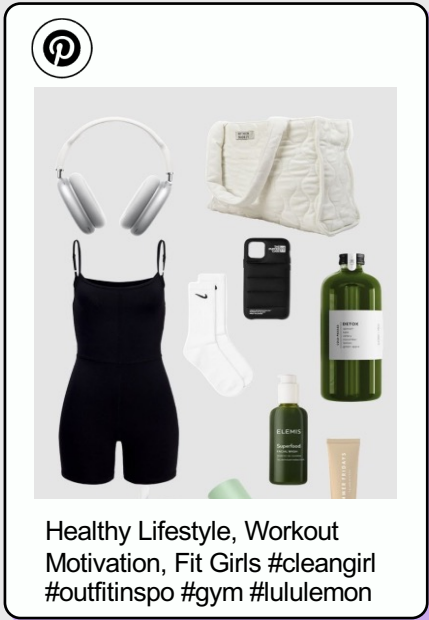
Pandora
Personalisation



Burberry
Heritage & Luxury



Patagonia
Sustainability



Lululemon
Community & Lifestyle



UGG
Nostalgia & Style

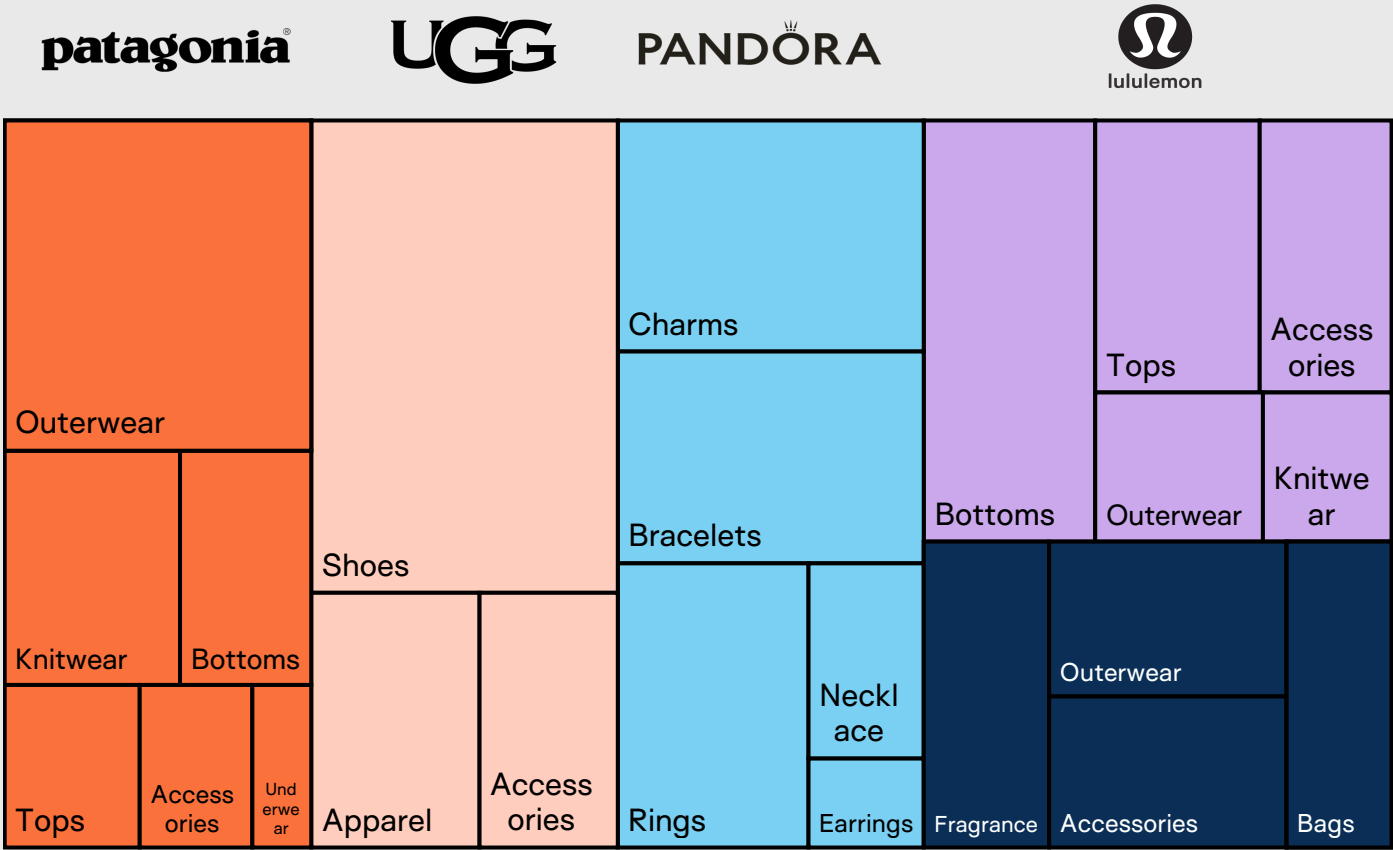
What products make brands beloved?

The hero products of beloved brands provide a glimpse into what underpins and perpetuates this love.

Pandora's charm bracelets, for instance, reflect the personalization and sentimentality that acts as a leverage point for consumers evolving from young first-time wearers into adults with an affectionately remembered, palpable history with the brand.

The focus of audiences on Patagonia's outerwear, on the other hand, doesn't just reflect their most popular and profitable product lines, but also serves to consistently reinforce their connection with the environment and sustainability, creating a virtuous cycle that perpetuates good feeling around the brand.

Both Lululemon and UGG are characterized by their hero products, which each marry the noughties aesthetic in which they both found popularity with newer trends. In this case of UGG, this means identifying with and intersecting the 'ugly shoes' trend. Lululemon have more opportunity – and cause – to constantly evolve, as norms around sports, activewear and participation change.



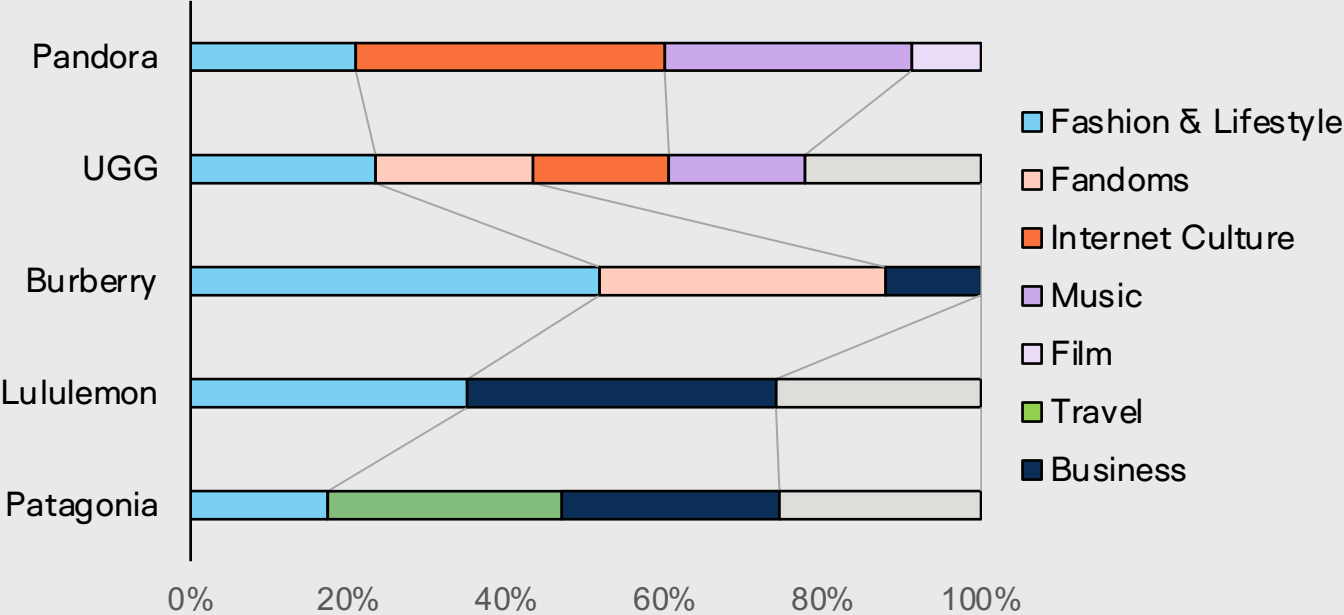
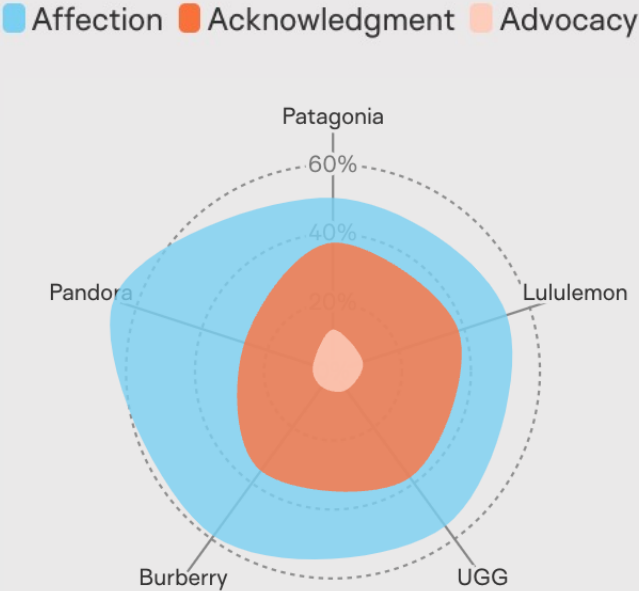
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How do different audiences express love?

When we identify specific audience segments talking about loving particular brands, we see some patterns emerge. Pandora, for instance, sees a notable outpouring of affection coming from Gen Alpha fashion enthusiasts and millennial influencer fans.

This overlaps to a high degree with the kinds of audience who talk about loving UGG. Clear differences emerge as we pass through the audiences for each, however, with businesspeople becoming more prevalent as the age profile of the brand's superfans rises.

At the same time, Internet Culture fans and Fandoms become less frequent participants, which is reflective of the conversation around Patagonia, for instance, being less self-referential and predicated in shared humor.

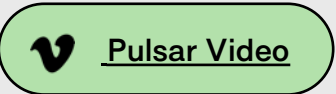
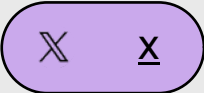
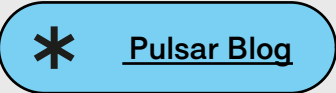


About Pulsar

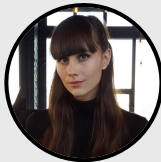
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Authors



Gina May Gilpin
Research Consultant, Pulsar
[LinkedIn](#)



Dahye Lee
Marketing Research Lead, Pulsar
dahye.lee@pulsarplatform.com
[LinkedIn](#)



Alex Bryson
Head of Content, Pulsar
alex.bryson@pulsarplatform.com
[LinkedIn](#)

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