

An Analysis of Social Media Marketing of Selected Companies

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Bachelor's Thesis
2025



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur

Akademický rok: 2024/2025

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(projektu, uměleckého díla, uměleckého výkonu)

Jméno a příjmení: Ondřej Bula
Osobní číslo: H21719
Studijní program: B0231P090005 Anglický jazyk pro manažerskou praxi
Forma studia: Prezenční
Téma práce: Analýza marketingu vybraných společností na sociálních sítích

Zásady pro vypracování

Shromáždění materiálů k tématu
Studium odborné literatury
Formulace cílů práce
Analýza marketingu vybraných společností na sociálních sítích
Vývození a formulace závěrů práce

Forma zpracování bakalářské práce: **tištěná/elektronická**
Jazyk zpracování: **Angličtina**

Seznam doporučené literatury:

Bednář, Vojtěch. 2011. *Marketing na sociálních sítích: Prosadte se na Facebooku a Twitteru*. Brno: Computer Press
Coles, Linda. 2018. *Social Media for Business: Foolproof Tips to Help You Promote Your Business or Your Brand*. Milton: Wiley.
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Macarthy, Andrew. 2018. *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, YouTube, Instagram, Snapchat, LinkedIn, and More!* USA: CreateSpace.
Smith, Mark. 2017. *Social Media Marketing: Facebook Marketing, Youtube Marketing, Instagram Marketing*. USA: CreateSpace.

Vedoucí bakalářské práce: **Mgr. Petr Dujka**
Ústav moderních jazyků a literatur

Datum zadání bakalářské práce: **2. ledna 2025**
Termín odevzdání bakalářské práce: **6. května 2025**

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ABSTRAKT

Tato bakalářská práce se zabývá analýzou příspěvků na sociálních sítích společností Estée Lauder, Lounge Underwear, Every Man Jack a Politix během tematických měsíců, konkrétně Movemberu a měsíce boje proti rakovině prsu. Práce porovnává propagační aktivity jednotlivých společností, při zmíněných měsících a sleduje, jak tyto společnosti používají zmíněné měsíce pro propagaci svých produktů, zvýšení povědomí o těchto měsících a získávání financí na dobrou věc, a jaké typy příspěvků v jakém množství publikují. Výsledky zdůrazňují rozmanitost přístupů značek k tematickým kampaním na sociálních sítích a různé způsoby, jakými společnosti integrují komerční cíle s poselstvím zaměřeným na dobročinné účely.

Klíčová slova: Sociální sítě, marketing, Estée Lauder, Lounge Underwear, Every Man Jack, Politix, Movember, měsíc boje proti rakovině prsu

ABSTRACT

This bachelor's thesis focuses on the analysis of social media posts published by Estée Lauder, Lounge Underwear, Every Man Jack, and Politix during two awareness months – Breast Cancer Awareness Month and Movember. The thesis compares the promotional activities of these companies throughout the mentioned campaigns and examines how they use these themed months to promote their products, raise awareness, and support fundraising efforts for a good cause, and what types and quantities of posts they publish. The results highlight the diversity of brand approaches to themed social media campaigns and the different ways companies integrate commercial goals with cause-related messaging.

Keywords: Social Media, Marketing, Estée Lauder, Lounge Underwear, Every Man Jack, Politix, Movember, Breast Cancer Awareness Month

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my supervisor, Mgr. Petr Dujka, for his time, valuable advice and continuous guidance throughout the writing of this thesis. I would also like to thank my family, friends, and my girlfriend for their support during my studies.

I hereby declare that the print version of my bachelor's thesis and the electronic version of my thesis in the IS/STAG system are identical.

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INTRODUCTION

We live in a digital age, and social media has become part of our everyday lives. Companies understand that and try to use social media to promote their businesses and products as much as possible. This bachelor's thesis aims to uncover how these brands engage audiences, what type and quantities of posts they publish, how they balance social cause messaging with product promotion, and drive awareness and fundraising efforts during selected months.

The bachelor's thesis is divided into a theoretical and a practical part. The theoretical part aims to describe the most currently used social media platforms and describe how companies act there. The next section of the theoretical part describes the selected months during which the behavior of companies is analyzed. The final section of the theoretical part introduces selected companies whose social media posts are analyzed.

The practical part of the bachelor's thesis aims to find out how selected companies use Movember and Breast Cancer Awareness Month in their marketing efforts on Instagram, Facebook, and X, which social media platform they use most actively, what types of posts they publish most frequently, and what content these posts feature during these months. At the end of the bachelor's thesis, the author summarizes his findings about the changes in the company's social media posts during selected months.

I THEORETICAL PART

1 SOCIAL MEDIA

Social sites have taken over the modern world and have significantly changed the way people behave. *“The question is no longer if people are signing in; the question is what they are signing in to and why they use certain applications to do so.”* (Tiago and Veríssimo, 2014, 702 - 703)

It would not be an understatement to call social media a defining technology of our time. In October 2023, there were 4.95 billion social media users around the world. That means 61.4 percent of the total global population. And the growth is not stopping. In the recent 12 months, 215 million new users have joined social media, so basically every second, 6.8 new users join on average. The latest data also indicated that almost 79 percent of all adults use social media. The average user visits 6.7 different social media platforms each month and spends 2 hours and 24 minutes on them daily. (Kemp, 2023) Based on this data, we can see social sites as a great opportunity for companies to engage with existing and potential customers.

Social media are dynamic platforms that enable both individuals and communities to create, exchange, and engage with content, while also allowing them to interact and collaborate through discussions and content modification. (Eger et al. 2015, 96) For example, we can name Instagram, Facebook, YouTube, or Myspace. They represent cost-effective tools that integrate technology and social connections through their platforms. For companies, we can name two main advantages that are essential. These are a reduction in costs achieved by minimizing staff time and an improved probability of revenue generation. Social media offer companies the opportunity to share their expertise and information, tap into the insights of their customers, enable clients to assist each other, and engage potential customers through client evangelism. Consequently, the advantages of social media include achieving specific goals, fostering customer interactions through transactions, obtaining referrals, and managing recognition. (Si, 2016, 1 - 2)

These online platforms have changed the way people live their lives quite a lot and have had real effects on society. They help people to meet other users they would never meet otherwise. Social media facilitates a place to share ideas and beliefs beyond geographical boundaries, gives platforms to bloggers and writers, and is a place to provide awareness among society, thanks to promotion and campaigns that keep people updated on current news. We cannot talk about these effects without mentioning the negative aspects. Among

them, we can list possible addictions. People spend a lot of time on the applications, and that takes away focus from other tasks. The presence of violence and explicit videos and photos shared on the sites can greatly affect, especially kids or teenagers. Also, social sites invade people's privacy and can weaken relationships with friends and family as they spend more time connecting with new people. (Siddiqui and Singh, 2016, 73 - 74)

1.1 Marketing on social media

The continuous growth of importance and popularity of social media among people represents a chance for marketing and promotion that goes beyond traditional intermediaries, establishing a direct connection between companies and clients. For that reason, almost every organization has begun to explore what social media can do for their business. From giant companies like Nike, small local shops online try to engage with their audiences via social sites. (Si, 2016, 1) In the private sector, they serve a purpose as a communication tool for promoting and selling products and services, while in the public sector, it is often used to share information and encourage user engagement. Recent research has focused on the effectiveness of marketing on social media. Most factors that influence consumers' attitudes towards it are interactivity, perceived relevance, perceived usefulness, and organizational reputation. (Jacobson and García, 2020)

Marketers are leveraging publicly accessible social media data for three primary purposes: opinion, mining, targeted advertising, and customer relations. Opinion mining involves utilizing the abundance of social media data to discern knowledge, insights, and patterns from both structured and unstructured information. It also means monitoring mentions or specific phrases. Subsequently, marketers extract actionable patterns, aiming to achieve strategic business objectives and gain a competitive advantage in the market. (Jacobson and García, 2020)

Because of social media, organizations collect data and provide personalized responses for users. In the marketing sphere, businesses can use data about users to create an advert or message about their offers and then aim it at the right audience, and therefore increase their sales. Another purpose of social media for marketers is customer relations. Businesses can create connections with their customers thanks to delivering information at the right time and in the right way. They can also benefit from understanding their customers and knowing their needs and wishes. (Jacobson and Garcia, 2020)

This, of course, leads marketers to focus more on advertising their brand in the digital space, and therefore, they invest significant amounts of money into quality improvement and their digital presence. (Tiago and Verrísimo, 2014, 706) Besides the creation of social media accounts, more and more companies are trying to establish a positive customer base and somehow engage them in the decision-making process. Brands are becoming more personalized on social media, and their social media existence allows them to share their concept in more relaxed and conversational contexts. (Jacobson and Garcia, 2020)

There are also negative effects that the presence of businesses on social media can have on them. One of the key elements of these platforms is their interactivity, so people are free to post their opinions on the brand, and that includes negative ones. That can, in worst cases, lead the brand to failure because of bad public opinion. There are also risks of company profiles being targets of hacker attacks. A bad online brand strategy has the potential to negatively impact the realm of viral social engagement. Social media is also time-consuming, and companies are advised to designate a person to be in charge of their media presence. Lastly, when it comes to the outcomes of social media, many companies encounter challenges when measuring them. (Siddiqui and Singh, 2016, 73)

1.1.1 Marketing on Facebook

Facebook is an online social media and social networking service founded in 2004 by Mark Zuckerberg and four other Harvard students. It is owned by the American company Meta Platforms. A week after the site was launched, three Harvard seniors accused Zuckerberg of stealing the idea of creating such a site from them, but it was never proven. (Carlson, 2010)

The site was originally only for Harvard students, but later other American universities were added, the first of which were Stanford, Columbia, and Yale. The next year, more than 800 American universities were on Facebook, and soon it became available for secondary school students. In 2005, there were more than six million users on Facebook. The main components of Facebook consisted of the profile and the overall network. Each user's profile was connected to their identity and could be accessed by other Facebook users depending on the user's privacy preferences. The profile potentially contained details such as contact details, relationship status, or preferred music, books, or movies. In May 2006, Facebook was not just an educational network, and started including employees from specific companies, such as Apple and Microsoft. By September of that year, Facebook became

accessible to anyone over the age of 13. In August 2011, the texting application called Messenger was introduced. Facebook hit 1 billion users in September 2012. (Brügger, 2014)

In May 2020, Facebook announced that it would add its marketplace, where people could buy or sell stuff. (Meta, 2023)

Facebook has evolved into a universal communication tool. Due to its vast reach, it is used by many traditional media outlets to engage with their audiences. At the same time, it has become an essential platform for both promotion and public communication. (Bednář, 2011, 11). Facebook offers many kinds of communities and groups that people can freely join. These groups can focus on sports, gaming, or any other topic. This offers marketing opportunities for companies because, thanks to the name and topic of the group they know what members of the group are interested in.

Another way companies can use Facebook advertising and communities is through celebrities, companies can sponsor celebrities to promote their products to create a positive image of the product and increase the number of sales.

Companies can use Facebook's function called paid promotion; the effect is that the company's advertisement will appear on people's home pages even though they are not following the company's profile. The number of people affected by the paid promotion depends on how much the company pays. Utilizing Facebook Ads and post boosting effectively plays a key role in successful Facebook marketing. These tools allow businesses to reach specific audiences by customizing advertisements according to users' demographics, interests, behaviors, and geographic location. (Macarthy, 2018. 64 - 65)

One of Facebook's most useful features for business pages is the addition of prominent and customizable call-to-action buttons. These buttons make it simple for page visitors to take immediate action, such as getting in touch or making a booking, by choosing from a set of predefined options like "Contact Us" or "Book Now." This tool enables businesses to effectively promote their services. (Smith, 2017, 18)

Companies can attract more people by launching promotions and giveaways. Usually, the giveaway rules are to follow the company's profile and mention a specific number of friends in the post's comments, which will increase the post's reach, and the company's profile will appear on the home page of more people. This is helped by the fact that once you've friended someone on Facebook, things that they've liked, commented on, or shared appear on your feed. This makes the reach of the post even greater. (Fink and Koller, 2020)

1.1.2 Marketing on Instagram

In 2010, Kevin Systrom and Mike Krieger created an application called Burbn. Their application was supposed to be a location-based check-in application, a competition for Foursquare. Later, they decided to rename it to Instagram and focus on photos, comments, and likes. In 2012, X (formerly known as Twitter), the co-founder, wanted Instagram to become a part of X; users could cross-post photos from Instagram directly to X, which helped Instagram to become more popular. In 2012, Facebook bought Instagram for 1 billion American dollars. New Instagram owners started placing advertisements on the platform in 2013, and Instagram's users did not like that decision because they were used to no advertisements. X was not happy with the fact that Facebook bought Instagram and decided to block users' ability to find friends whom they were connected to on X, and later, Instagram users could not cross-post photos to X. In 2016, Instagram changed its chronological display on the website's main page to algorithmic, which upset a lot of users. (Leaver, Highfield, and Abidin, 2020, 29)

In 2020, Instagram added a new feature called Reels. The main purpose was to battle TikTok. (Rauwerda, 2022) In 2023, Instagram announced a new application called Threads to be a competitor to X. Threads is used for sharing text and joining conversations. (Instagram, 2023)

Companies could use the Shop tab on Instagram to promote their products, but in January 2023, this function was removed from the home page. The reason was that this function was not as profitable as expected, but Instagram said that companies would still be able to provide the most value for businesses across Instagram's functions. (Gilliland, 2023)

Companies on Instagram mostly use celebrities, or so-called influencers, to support the marketing of their product. There are different approaches to influencer marketing. Some companies create their content and pay influencers to add a post to their profile or to share the advertisement in Instagram's story, and the influencers are there just to deliver the brand's message to more people and are used as the face of the brand. Another approach is that the company sponsors a specific influencer throughout a longer period, while the influencer must publish a certain number of posts where the product is included, but the content of the photos or videos is created by the influencer themselves. (Veissi, 2017) Companies might also use their customers to promote their products at no cost by asking them to share photos of themselves using the products, along with a hashtag. This creates an

opportunity for the brand to repost the content on its official page or Instagram story, increasing engagement and visibility. (Coles, 2018, 123)

Like on Facebook, companies on Instagram can also use the function of paid promotion to appear on people's feeds without being followed by them. This also happens in Instagram Reels, where, while watching videos, advertisements appear from time to time.

Giveaways are another way companies on Instagram can raise awareness about their products. Mostly, the conditions to participate in giveaways are to follow the company's profile, and the participants must share the post on their Instagram stories. By sharing a post to a story, the giveaway simply reaches the people who follow the person who shared the post and increases reach.

Mentioned reels and posts can be a great way for companies to promote their products, and that is through memes. If the companies know their target audience well, they can use memes to engage with consumers. The meme advertising is cost-effective, and because the memes are mostly about recent things that happened, it is easy for people to understand the context. The memes also increase customer awareness of the company's products. (Malodia and Dhir, 2022)

1.1.3 Marketing on X

X was launched in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. In 2013, X had more than 200 million active users, and at that time, there were 400 million new tweets per day. The basic idea of X is to publish short messages to which people can respond. Originally viewed as a fresh genre of online communication, 'microblogs' included various platforms, with X being just one example. However, in most countries, X has now become the term most associated with microblogging. X has grown beyond just a platform for interpersonal communication, evolving into a real-time source of information and a hub for discussion in areas like news, politics, business, and entertainment. (Weller, Bruns, and Burgess 2014, 29) In November 2017, the allowed length of tweets changed from 140 to 280 characters. (Gligorič, Anderson, and West, 2018, 596) In 2019, X implemented a worldwide prohibition on the paid promotion of political material on its platform. (Fathaigh and Borgesius, 2019, 11). In April 2022, Elon Musk started an acquisition of Twitter. Musk bought Twitter for 44 billion American dollars. The deal was completed in October, and later Musk changed its name to X and changed the logo of bluebird to a black and white X. (Jia, Xu, 2022)

Regarding marketing purposes, it is mostly about communication with customers. Companies use X to make sure that people are quickly informed about things happening. Companies also use X for customer service, providing quick responses to inquiries and feedback. Hosting X chats or question-and-answer sessions can increase engagement with customers and help to create a strong brand community. (Voolverd and Noort, 2018, 42)

Companies on X can use paid advertising. When a company wants to use paid advertising, X asks the marketer what the objective is, and the marketer can choose from multiple choices. The first option is called “Reach”, which is used to get more people to see the advertisement. The second option is called “Engagements”, which will help the post get more likes, replies, and link clicks. The last option is called “Website traffic”, which should get more people to visit the company’s website. Then the marketer of the company adds text and media that should appear in the advertisement. Finally, the company can choose demographics, which gender, age, and location the advertisement should focus. The company can also add specific keywords, interests, and language for better targeting. X will also estimate the reach of the advertisement based on the selections mentioned before, the budget of the advertisement, and the date range. (Twitter Ads, 2023)

1.1.4 Fundraising posts

According to the Association of Fundraising Professionals, fundraising is essentially the process of gathering assets and resources from different sources to support an organization or a particular project, but definitions may vary depending on the state you are in. (Sargeant, 2010, 34) Social media platforms are highly effective for spreading information, especially for social causes and nonprofits. As competition for charitable donations has intensified, organizations are turning more and more to platforms like Facebook and X to promote their missions. (Haruvy and Leszczyc, 2018, 2)

1.1.5 Awareness posts

Social media is a powerful way to spread awareness about many topics, including social and health issues. It has become an easily accessible and open platform to express opinions and discuss any global topic or matter of concern. Awareness posts are specifically created to inform and educate the public about various topics, issues, or causes. Such posts aim to raise awareness, generate conversation, and potentially drive action on specific subjects. (Madhumathi, Jayaprakasam, 2021)

1.1.6 Product promotion posts

Generally, within the marketing field, product promotion is considered a strategy and set of tactics aimed at communicating and persuading, making a product known, accepted, and appealing to the target audience. Moreover, some academics do not distinguish between product promotion and advertising, treating them as synonymous. (Schwemmer, Ziewiecki, 2018) Social media greatly influence society, making it a valuable tool for marketers to enhance their marketing and promotional strategies. Businesses can easily share posts on their social platforms or collaborate with influencers to promote their products. Marketing campaigns led by influencers on a company's social media channels boost the purchase intention. (Resdiansyah and Pardele 2024, 1084)

2 HEALTH-AWARENESS MONTHS

The widespread use of campaigns focused on health awareness spanning days, weeks, and months seems to indicate their effectiveness in addressing major health concerns. Launching these campaigns is often straightforward, offering an accessible means to spread knowledge about various health conditions. This year, the number of such health awareness initiatives globally is expected to exceed 300. Despite being widespread, the actual impact of health awareness events remains somewhat ambiguous. Although many campaigns have been successful in boosting online conversations and raising awareness about specific diseases, there is only limited evidence that they directly lead to improved health outcomes for affected individuals. (Vernon, 2021)

2.1 Breast Cancer Awareness Month

Breast Cancer Awareness Month, or in the United States known as National Breast Cancer Awareness Month, is an international health campaign that takes place every October. Its main purpose is to increase awareness of the disease and to raise funds. These funds are then used for research into the disease's cause, prevention, treatment, and cure. Breast Cancer Awareness Month was founded in 1985 as a partnership between the American Cancer Society and Imperial Chemical Industries to promote mammograms as the most effective tool to fight breast cancer (Geske, 2021).

The primary purpose is to encourage regular breast examination so that breast cancer can be detected at an early stage. When the cancer is discovered at an early stage, the treatment can start earlier, leading to a higher survival rate and lower treatment costs. One of the reasons why people started to talk about breast cancer more was that in 1974, the wife of President Gerald Ford had breast cancer surgery, and the public's awareness of such a disease increased. After her breast cancer surgery, the number of women who came to the doctor to have their breasts screened increased, but only temporarily. In the 1980s, people finally started to talk more about breast cancer again. An important factor that helped in public recognition of the disease was when a celebrity was diagnosed with breast cancer. After Ronald Reagan's wife had breast cancer surgery, the percentage of women who had undergone a test for breast cancer increased by 38%. Her surgery happened in October. In 1991, the National Breast Cancer Coalition was formed, and its purpose was to use political power to influence public policy on breast cancer.

Later, funding for breast cancer research increased rapidly, and private breast cancer organizations started getting bigger donations. As the movement expanded, corporations and governmental agencies started to sponsor events related to Breast Cancer Awareness Month. These events had many forms, for example, sports events, lectures for women about stories of people who survived breast cancer, educational meetings, or fundraising walks. The purpose of these events worked; the media coverage of the disease had increased, and October is the month when most mammogram tests are done. The number of women in the United States who had their breasts tested increased from 29% in 1987 to 70% in 1999. (Jacobsen, 2011)

The pink ribbon became a symbol of breast cancer awareness. The pink ribbons were distributed to all breast cancer survivors who participated in the New York City Race for the Cure in 1991. In 1992, *Self* magazine used a single looped pink ribbon to represent breast cancer awareness month on the cover of its October edition, and Estée Lauder cosmetic shops distributed ribbons around the nation, and the symbol was born. (Komen, 2017)

2.2 Movember

In November, men grow their mustaches to raise awareness of men's health issues. The men's issues that are mostly connected to Movember are prostate cancer, testicular cancer, and men's suicide. The name Movember is a combination of November and the word mustache.

The movement for men's health started in 2003. Two friends were having a beer in Melbourne, Australia. They were talking about fashion trends and started joking about bringing the mustache trend back. One of their friends had a mother who was fundraising for breast cancer, so they decided to make a campaign that would be about prostate cancer and men's health. Then the two friends created the Movember rule and sent an email to men inviting them to participate in their challenge. They found 30 guys who were up to the challenge. They are called "The Original 30".

In 2004, when they grew their mustaches again, Adam Garone took it seriously and created a company with a website. The point was to research men's health issues. Garone contacted the Prostate Cancer Foundation of Australia and donated money they made in the 2004 campaign, but the foundation was not the men's official health partner. With help from Spain and the United Kingdom, they raised 54,000 Australian dollars. The Prostate Cancer Foundation of Australia became their official partner in 2005, which was a great success

because, in this year's campaign, the amount of 1.2 million Australian dollars was raised. In 2006, the two guys who were joking about growing a mustache left their jobs, established an official Australian charity – the Movember campaign, and started working full-time on that. The official tagline was developed: Changing the face of men's health. In 2006, the campaign got bigger, the research showed that men's depression was a significant issue, and the National Depression and Anxiety Initiative became Movember's second health partner. The campaign was also started in New Zealand, and some unofficial campaigns took place in Spain and the UK; together, they raised 9.3 million Australian dollars. The main task in 2007 was to start campaigns in more countries and to become international. Adam Garone moved to Los Angeles to start campaigns in the United States and Canada. He approached The Prostate Cancer Foundation and Prostate Cancer Canada, while other guys were in the UK, where they started a campaign with The Prostate Cancer Charity. That year, the campaigns raised 21.5 million Australian dollars. (Movember, 2022)

More countries started launching campaigns, and the Czech Republic joined in 2010. In 2017, the Movember movement was ranked 49 out of the top 500 non-governmental organizations around the globe. During the COVID-19 pandemic, Movember funded 34 projects that supported the mental health of men and boys. Since then, the Movember movement has continued to grow and in 2022 the number of countries participating grew to 19, including the Czech Republic, even though the biggest number of countries participating happened in 2021 with 21 countries. The movement grew significantly, earning the status of an Official Partner for the Rugby League World Cup 2021, held in November 2022, which became the first-ever international sporting event to have a mental health charter. (Movember, 2022)

3 SELECTED COMPANIES

In this section, I will briefly describe the companies I will focus on in this thesis. Two of these companies deal mainly with products for women and two with products for men. The first company I will introduce is Estée Lauder, which produces cosmetic products. The second one is Lounge Underwear, which manufactures lingerie for women. The companies that are focused on products for men are Every Man Jack, which deals with men's cosmetics, and Politix, which makes suits.

3.1 Estée Lauder

Estée Lauder Companies is a cosmetics company founded in 1946 in New York. The founders are Estée Lauder and her husband, Joseph Lauder. (Estée Lauder, 2023) When the groundbreaking Youth Dew perfume was launched in 1953, the brand gained a reputation for its dedication to innovation, research, and development, and exceptional quality. Estée Lauder Companies is now one of the world's leading companies in skincare, makeup, and hair care products. The company sells its products in over 120 countries, under 16 brand names, which are, for example, Aramis Inc., an innovator in high-end scents and personal care items for men, Clinique Laboratories Inc., an expert in cosmetics that are allergy-tested and other brands which were results of company's acquisitions and alliance. Estée Lauder has developed several innovations since its inception. These include unique marketing strategies widely used by other cosmetic companies today, for example: offering product samples, complimentary gifts with purchase, and encouraging women to choose their fragrances. The brand emphasizes sophisticated and elegant product design, focusing on thorough research and development. (Estée Lauder, 2023)

In the 1990s, Estée Lauder held the top position in the exclusive, high-priced segment of the cosmetics industry. At that time, the Luader companies made up 38% of this market, with a significant portion of this share coming from the Estée Lauder brand. In the 2010s, Estée Lauder no longer held the dominant position in high-end skincare products. Estée Lauder's close affiliate Clinique Laboratories Inc. started to lead in national sales volume. (Tai, Su, and Xu, 2005, p. 4) Currently, Estée Lauder is the second-largest cosmetic company by market cap. Estée Lauder died in 2004 and the current President and CEO is Fabrizio Freda. (Estée Lauder, Instagram, 2023)

Estée Lauder uses Facebook, Instagram, and X. The company has the biggest fan base on Instagram with 4,5 million followers. Estée Lauder is also the most active on this platform. Estée Lauder is not active on X at all; they did not post anything for half a year. On Facebook, the company is not active that much either.

Estée Lauder uses its social media platforms for advertising purposes, promoting new products, and announcing discounts. Like other companies, they promote these products through videos, photos, and partnerships with celebrities. (Estée Lauder, 2024)

3.2 Lounge Underwear

Founded in 2015 by a couple from England, Lounge is a lingerie company primarily for women. They started as a small shop in Birmingham, England. In five years, they managed to achieve sales of £50 million. The COVID-19 pandemic played a big part in this when their sales skyrocketed. As a result of this, they also expanded into Germany and France after the pandemic, where they began building brick-and-mortar stores. (Lounge, 2024)

Instagram is Lounge's most popular social site, where nearly 4 million people follow them. Compared to these companies, however, Lounge is very active on Instagram as well as Facebook and X. Even though they have a very small reach on these two social networks, every post that appears on Instagram also appears on X and Facebook. Like the companies mentioned before, they use their social media platforms to promote their products and inform about discounts and giveaways. Most often, they use photos and videos of models wearing their lingerie for their marketing. (Instagram, Lounge, 2024)

3.3 Every Man Jack

The brand was founded by Ritch Viola in California in 2006. Every Man Jack is a grooming brand for men that focuses on natural and plant-based ingredients for their products, which are both effective and affordable. The brand promotes a lifestyle that's clean and active. They're committed to being eco-friendly, using safe ingredients, and packaging their products sustainably. Their shampoos and body washes are made with at least 50% post-consumer recycled plastic. The brand offers a wide range of grooming essentials, including body wash, deodorant, shampoo, conditioner, skincare, and beard care products. (Every Man Jack, 2024)

Every Man Jack's most followed social platform is Instagram, where over 83,000 people follow the company, and that is where the company is the most active. Every Man Jack also has a Facebook profile with 71,000 followers, but the company is not active there as much as on Instagram. The company also has an X account with 9,000 followers, but the last post was published 1 year ago.

The company uses its social networks primarily to promote its products, mainly using a combination of photos of nature with its products. Among other things, they promote their products using photos and videos of men doing sports activities. They also use their social networks for giveaways and announcing discounts. (Every Man Jack, Instagram, 2024)

3.4 Politix

Politix is an Australian fashion brand that focuses on directional and design-driven menswear and accessories. The company was founded in 1975 and was acquired by Country Road Group in 2016. Politix is known for high-quality, innovative men's fashion, offering everything from suits and formal clothing to casual wear. They also have a range of accessories, like bags, belts, cufflinks, ties, and wallets. (Politix, 2024)

Unlike the companies mentioned before, Politix's biggest social platform is Facebook, where 77,000 people follow them. Even though they have half as many followers on Instagram, the company is most active there. Politix also has an X account, but with just 500 followers, they are not that active there. Politix uses its social platforms to advertise its products, mostly by using male models wearing their suits and other accessories. The company is also very active in sharing photos and videos of events they have attended or events where someone famous has been seen wearing their clothes. (Politixmenswear Instagram, 2024)

II PRACTICAL PART

4 METHODOLOGY

This section will present the methodology used in this thesis. There are four sections in total. The first section will state the aims and objectives of the analysis, while the second describes how the data were collected. The third step describes what form of content analysis was used. The last part is the time envelope in which the data was collected.

4.1 Analysis Aims and Objectives

This bachelor's thesis analyzes the Instagram posts of Estée Lauder, Politix, Lounge Underwear, and Every Man Jack. It compares their promotional activities during Breast Cancer Awareness Month and Movember, aiming to uncover how these brands engage their audiences, what types and quantities of posts they publish, how they balance social cause messaging with product promotion, and how they contribute to raising awareness and supporting fundraising efforts.

4.2 Data Collection

To meet the aim of the analysis, data were manually collected from Instagram, Facebook, and X, focusing on the selected companies: Estée Lauder, Politix, Lounge Underwear, and Every Man Jack. These companies were chosen because two of them create products mostly for women, and therefore they focus on Breast Cancer Awareness Month, and two of them create products mostly for men, and because of that, they focus on Movember. This approach allowed for the gathering of a diverse set of social media marketing materials, including posts, videos, and promotional campaigns, during Movember and Breast Cancer Awareness Month. The manual collection method ensured a detailed examination of the content's nature and engagement strategies, providing insights into each company's marketing approach within the specified periods.

4.3 Content Analysis

To fulfill the aim of the thesis, qualitative content analysis will be used. In qualitative content analysis, data are organized into categories that are at least partially developed inductively, meaning they emerge from the data itself. These categories are typically applied through a detailed examination of the content. Some authors view qualitative content analysis as involving the counting of words or categories (or conducting statistical analysis if the sample size allows) to identify patterns in the data, which are then examined to interpret their

significance. (Goold and Damschroder 2007, p 40) For content analysis, the study categorized the collected social media posts into three criteria: awareness posts, which aimed to educate the audience about Movember and Breast Cancer Awareness; fundraising posts, which solicited donations or highlighted fundraising activities; and product promotion posts, where products were linked to the causes, possibly with a portion of sales donated, these three categories were more described in the theoretical part. This categorization enabled a structured analysis of how each company leveraged social media, balancing between raising awareness, driving fundraising efforts, and promoting products related to the causes.

4.4 Time Frame

The timeframe for data collection was defined as October 1st to October 31st, 2023, because this is the month of Breast Cancer Awareness (National Breast Cancer, 2024), and November 1st to November 30th, 2023, for Movember (Prostate Cancer UK, 2024). This period was selected to capture the entirety of each awareness campaign, ensuring that all relevant social media activities conducted by the selected companies were included in the analysis. This approach facilitated a review of each brand's engagement and promotional strategies during these critical health awareness months.

5 ANALYSIS

This chapter focuses on the analysis of four selected companies and their activity during Breast Cancer Awareness Month and Movember on social media. It looks at how active each company was, how many posts they published, and how many of those were specifically related to the awareness campaigns. Graphs are used to help visualize the data and highlight which company focused more on raising awareness, fundraising, or promoting products. The analysis also includes some screenshots of the company's social media posts representing each category (awareness, fundraising, product promotion), along with brief descriptions explaining why each post fits the given category, what features it contains, and what the main goal is. For each brand, either all Instagram posts from a given category will be analyzed, or up to three representative posts will be selected if the number of posts in that category exceeds three. Instagram was chosen as the platform for analysis because it is where both the selected companies and their audiences are most active, making it the most relevant and representative sample for this study.

5.1 Estée Lauder

Estée Lauder is engaging in Breast Cancer Awareness Month and created their foundation in 1994. The company published 36 posts in October 2023 on Instagram, 9 of which were related to breast cancer. The company is also active on Facebook, where they published 18 posts, and 6 of them were about breast cancer. Estée Lauder is the least active on X, where they haven't posted anything since 2022.

Estée Lauder has many Facebook and X profiles created especially for specific countries. As I mentioned, the main X account is not active anymore. Even though the British account is active, no posts relate to Breast Cancer Awareness Month. The same thing occurs with Facebook; there is a Czech and Slovak Facebook profile, but the last post was published almost two years ago.

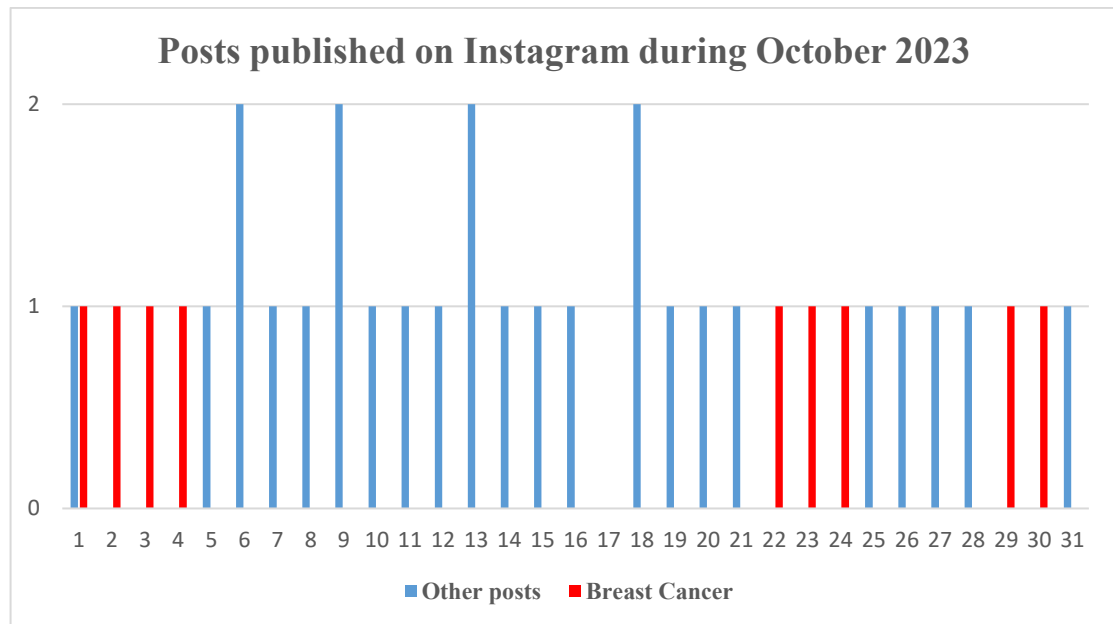


Figure 1 - Posts published by Estée Lauder on Instagram during October 2023

(source: own elaboration)

The graph shows the activity pattern of Estée Lauder's Instagram posts. Out of 36 total published posts, 9 were related to breast cancer, which means 25% of the posts published during October were related to breast cancer month. When it comes to breast cancer posts, Estée Lauder was active at the beginning of the month and then in the last week of the month, which can be seen as a necessity to remind people of the campaign. The company did not publish more than one post about breast cancer in one day.

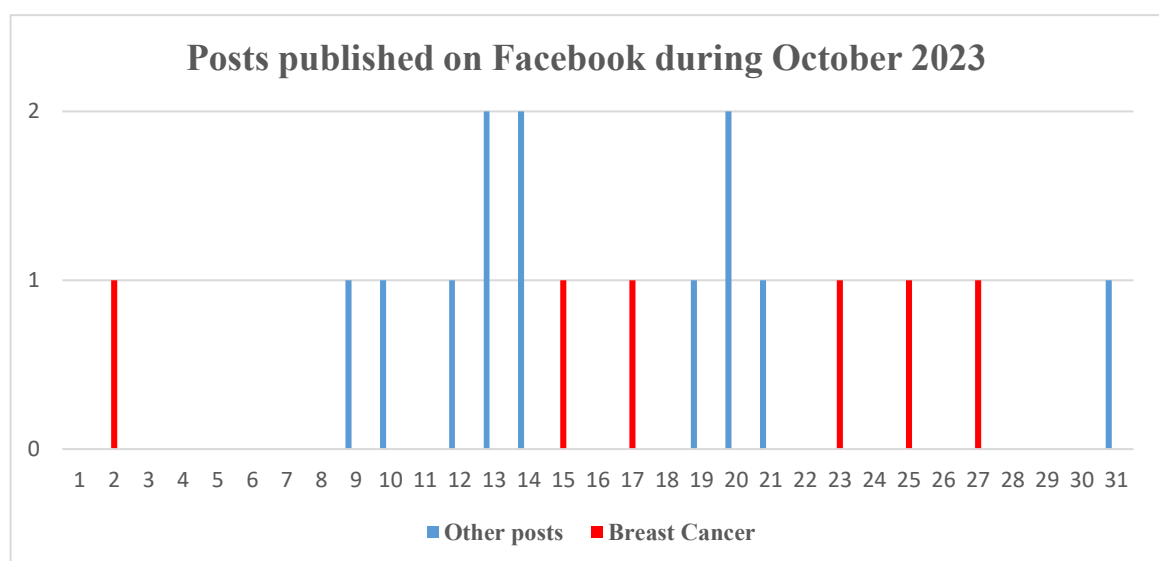


Figure 2 - Posts published by Estée Lauder on Facebook during October 2023

(source: own elaboration)

This graph shows us the activity pattern on Facebook. We don't see the typical pattern of publishing many posts at the beginning and end of the month, like it was on Instagram; rather, it seems random. The company did not publish any content on the first day of Breast Cancer Awareness Month, and like on Instagram, not more than one thematic post was published in one day. Out of 18 posts, which is exactly half of the total number of posts published on Instagram, 6 of them related to breast cancer, which is 33,3%.

5.1.1 Awareness posts

While we can say that every post connected with such an event can be seen as a post that is raising awareness, because every post related to this matter might be seen by people who do not know about such events, there is only 1 post devoted to awareness itself. The post falls into the category of awareness because it doesn't mention anything about selling products, nor does it give people the opportunity to contribute financially. It was published just to let people know that the company is not indifferent to this issue, and their goal is to help end breast cancer, as we can see in the hashtag at the end of the post.



Figure 3 - Estée Lauder's awareness post

(Estée Lauder, 2023a)

5.1.2 Fundraising posts

The first Estée Lauder's breast cancer-related post on Instagram is about how much money the Estée Lauder Foundation has funded since 1994, which is \$15.7 million. The post falls into the fundraising category because it also states that viewers can find out more about their foundation in their profile, where they can help the company raise more money.



Figure 4 - Estée Lauder's fundraising post

(Estée Lauder, 2023b)

Another way Estée Lauder is donating to the campaign is through people who use #TimeToEndBreastCancer in their posts. This post is a perfect example of a fundraising post because the company promised to donate \$25, up to \$75,000, for every Instagram post that uses the hashtag. This is an effective way for brands to engage their audience, as it encourages users to take action because the more people participate, the more the company donates. There is a product shown in the picture, but the text does not mention anything about the product.



Figure 5 - Estée Lauder's fundraising post

(Estée Lauder, 2023c)

The post, where the company states how much money is needed for one hour of research, is another example of a fundraising post. The main statement is “make a donation”. Also, the title of the post mentions the Breast Cancer Research Foundation, and that people should swipe through to learn how to support the cause. This call to action can also be seen as a form of audience engagement, as it provides clear instructions on how individuals can get involved.

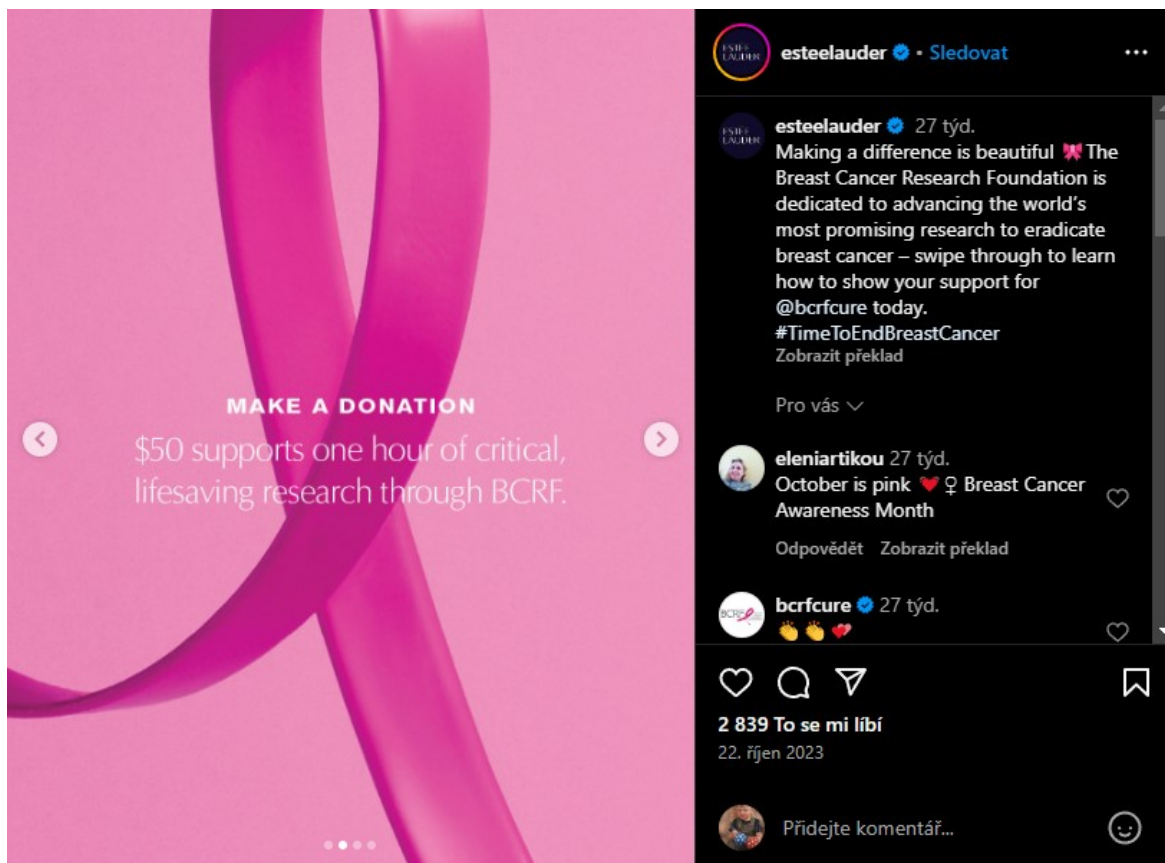


Figure 6 - Estée Lauder's fundraising post

(*Estée Lauder, 2023d*)

5.1.3 Product promotion posts

Estée Lauder's published posts connected with product promotion can blend with fundraising posts because the company donates some percentage of the product to the foundation, but this post falls into the product promotion category, because of the visuals – the main thing in the picture is the product itself and the product is also detailly described in the text. The information that 50% of the price will be donated is a piece of additional information to boost sales, it is not purely a call for donation.

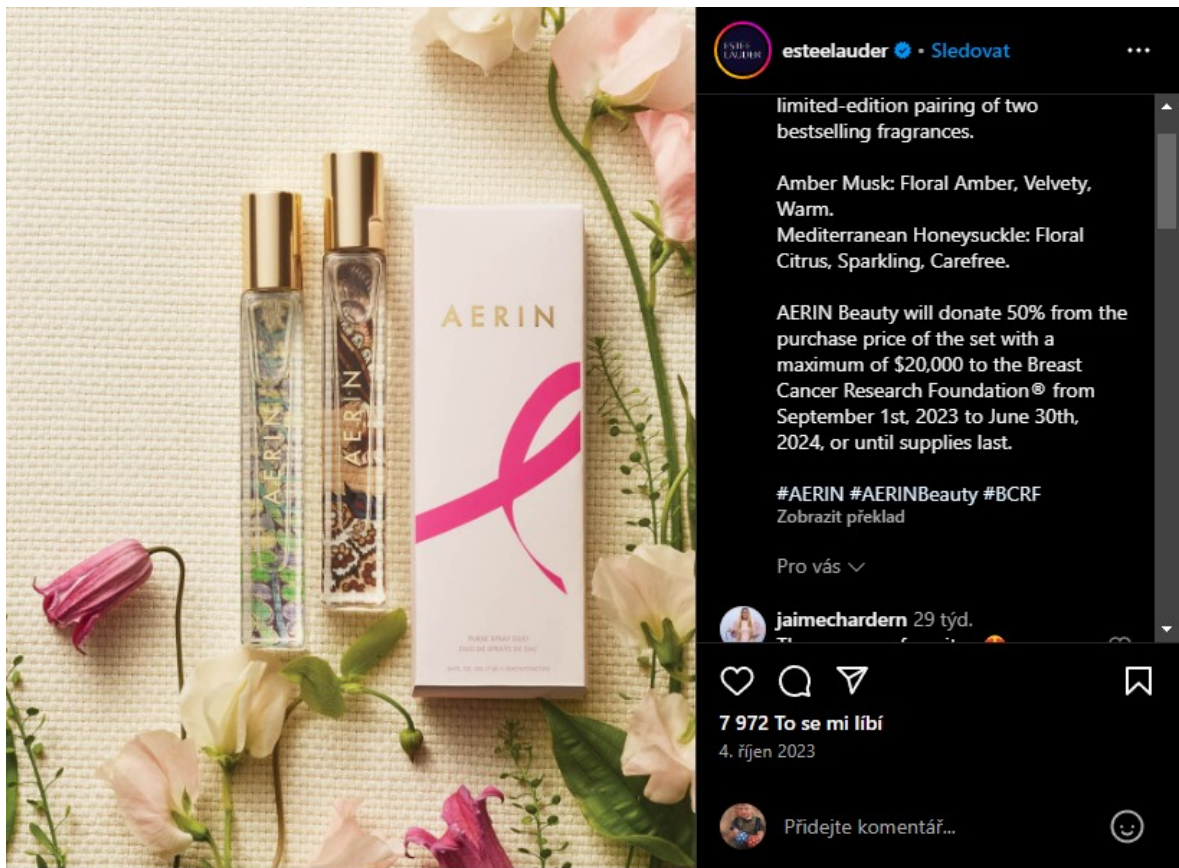


Figure 7 - Estée Lauder's product promotion post

(Estée Lauder, 2023e)

Estée Lauder created a limited edition with a pink ribbon with a slogan “Pink and proud!”, which is a symbol of breast cancer awareness month. The post falls into the product promotion category because it simply promotes a product created specifically for Breast Cancer Month. The post again states that some money will be donated to the Breast Cancer Research Foundation, which can again be seen as an attempt to boost sales.



Figure 8 - Estée Lauder's product promotion post

(Estée Lauder, 2023f)

The same marketing tactic is used again; the company promises to donate 20% of the purchase price, with a maximum donation of \$238,000 from September 2023 to June 2024, or while supplies last. Even though the first sentence is “support a cause,” the main visual is the product appealing to the target audience with a detailed description of the product in the text, not some information about the research or how to donate.



Figure 9 - Estée Lauder's product promotion post

(Estée Lauder, 2023g)

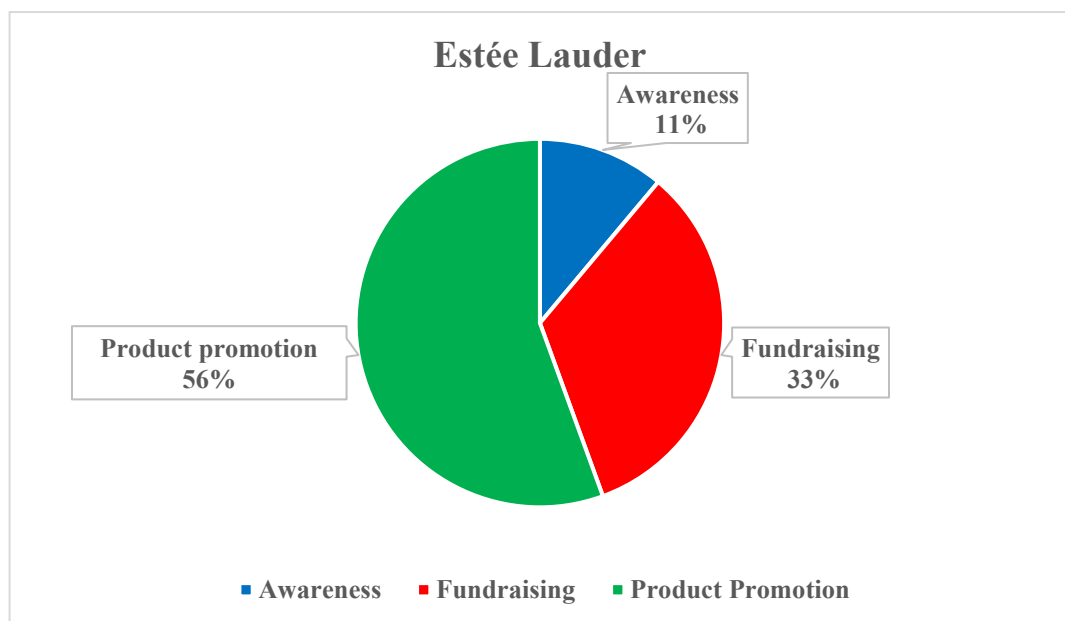


Figure 10 - Distribution of Estée Lauder's breast cancer-related posts categories on Instagram

(source: own elaboration)

Of Estée Lauder's Instagram posts about breast cancer, only one (11%) focused on raising awareness, while 3 (33%) were dedicated to fundraising. The largest portion, 5 (56%), consisted of product promotion.

In companies that focus mainly on products for women, it is obvious that most of the people who appear in photos and videos related to breast cancer awareness will be women. My analysis of the posts of Estée Lauder confirms that this assumption is true, which is supported by seeing that none of their posts featured a man. An interesting finding is that Estée Lauder had the most liked post from the category of posts the company published most frequently, which is product promotion. Which might mean that their main goal is to use the thematic month to boost their sales and make more money.

5.2 Lounge Underwear

Lounge Underwear supports Breast Cancer Awareness Month through the Lounge Underwear Foundation, founded in 2019. During the 2023 campaign, the company published a total of 56 posts on Instagram, 17 of which were related to breast cancer, but 2 of them were published in September to prepare the company's followers for the event, which means 15 posts related to breast cancer were published during October. On Facebook, the company was less active in this regard, sharing only 4 posts related to the event. In these 4 posts, the caption and photography remained the same as on Instagram. Overall, Lounge Underwear published fewer posts on Facebook, with a total of just 26 posts during October. The company was more active on X and published 17 posts related to Breast Cancer Awareness Month. The total number of posts published during October on X is 50.

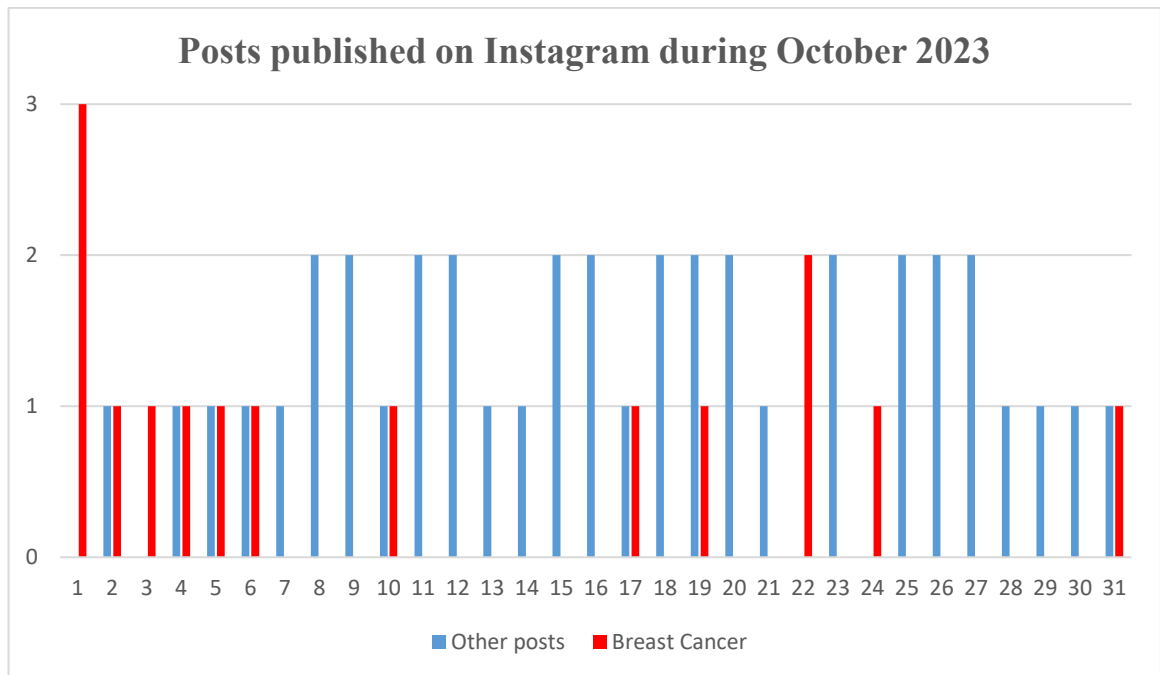


Figure 11 - Posts published by Lounge Underwear on Instagram during October 2023

(source: own elaboration)

This graph shows us all the posts published on Instagram by Lounge Underwear in October 2023. Like Estée Lauder, Lounge Underwear was most active at the beginning of the month when it came to sharing breast cancer-related posts. As mentioned earlier, 56 posts were published on Instagram, and 15 of them were breast cancer-related, which means 27% of posts were related to breast cancer. Even on this graph, we can see the “strong first week” pattern, Lounge made it even more obvious by publishing 3 posts during the first day. The company did not post that much during the rest of the month, closing it with one final post on October 31.

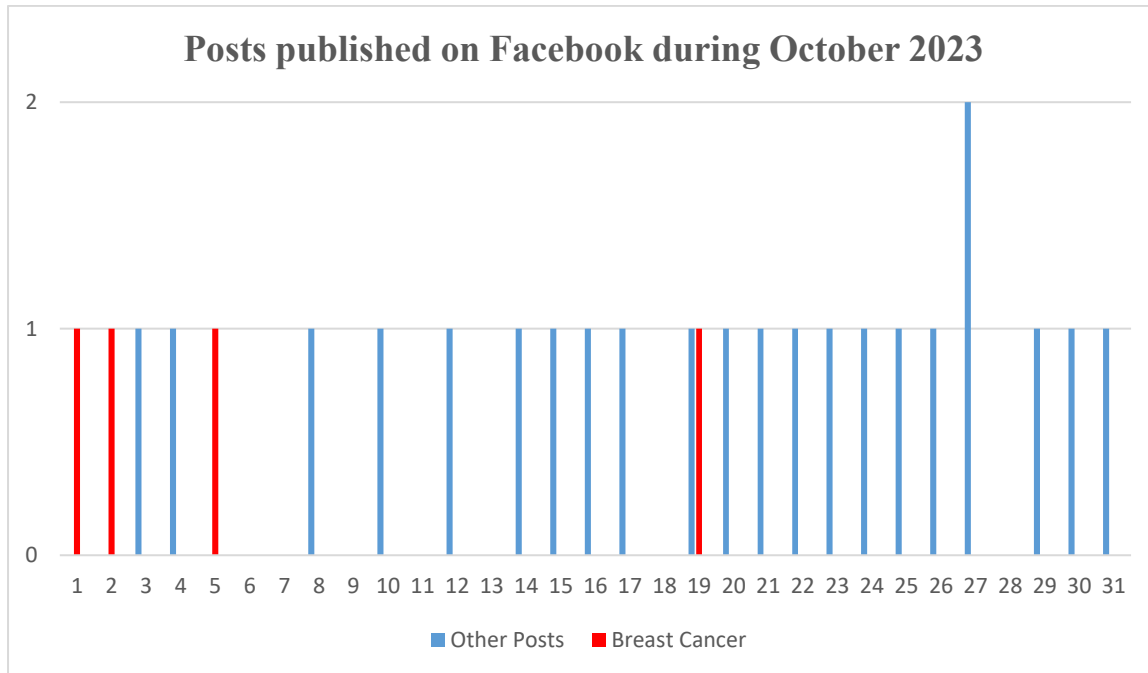


Figure 12 - Posts published on Facebook during October 2023

(source: own elaboration)

The company was way less active on Facebook, but, as we can see, the trend of posting breast cancer-related posts during the first days of the month remains the same. On Facebook, the company did not post anything during the last week. The total number of posts was 26, and just 4 of them were breast cancer-related, which is 15,4%.

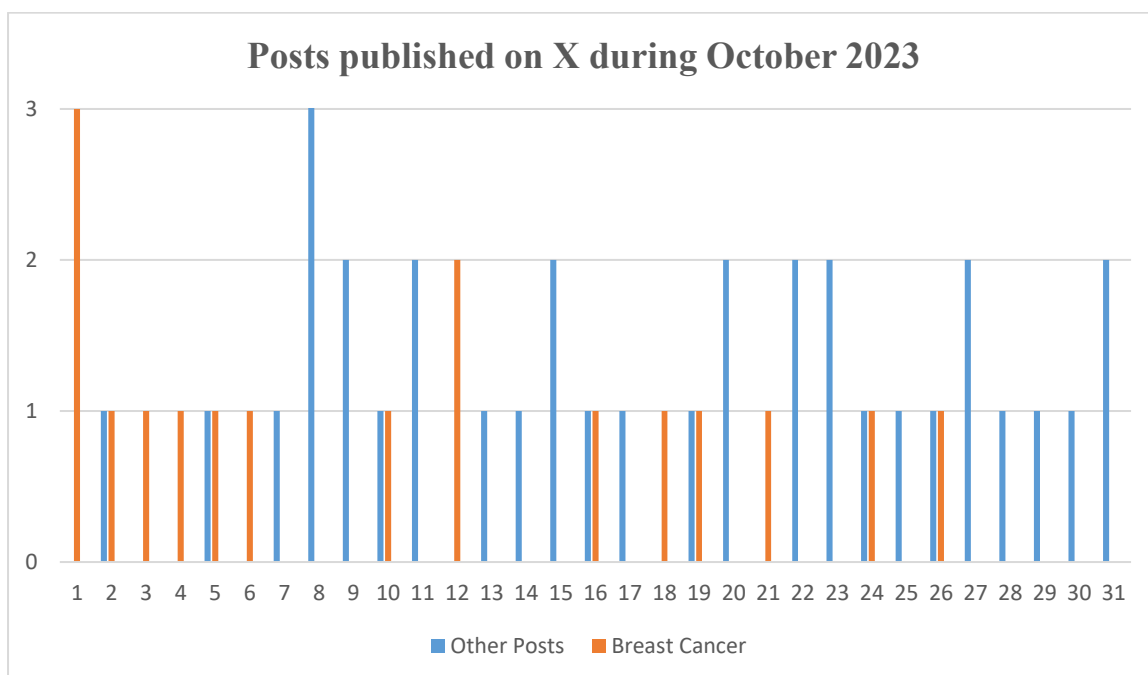


Figure 13 - Posts published on X during October 2023

(source: own elaboration)

The graph showing posts shared on X is similar to the Instagram graph. Three breast cancer-related posts were published on the first of October, and most of the posts were published during the first week. The total number of posts is 50, and 17 of them were related to breast cancer, which means that X had the highest percentage of breast cancer-related posts, which is 34%.

5.2.1 Awareness posts

In the first post related to awareness, the company says that it will never stop reminding women to check their breasts, and as a reminder, the company used a short video where about 20 women are covering their boobs with their hands, these women are the breast cancer survivors and some of them lost their breasts because of that illness. The post is a perfect example of an awareness post because the company is not promoting any product, nor trying to raise money.

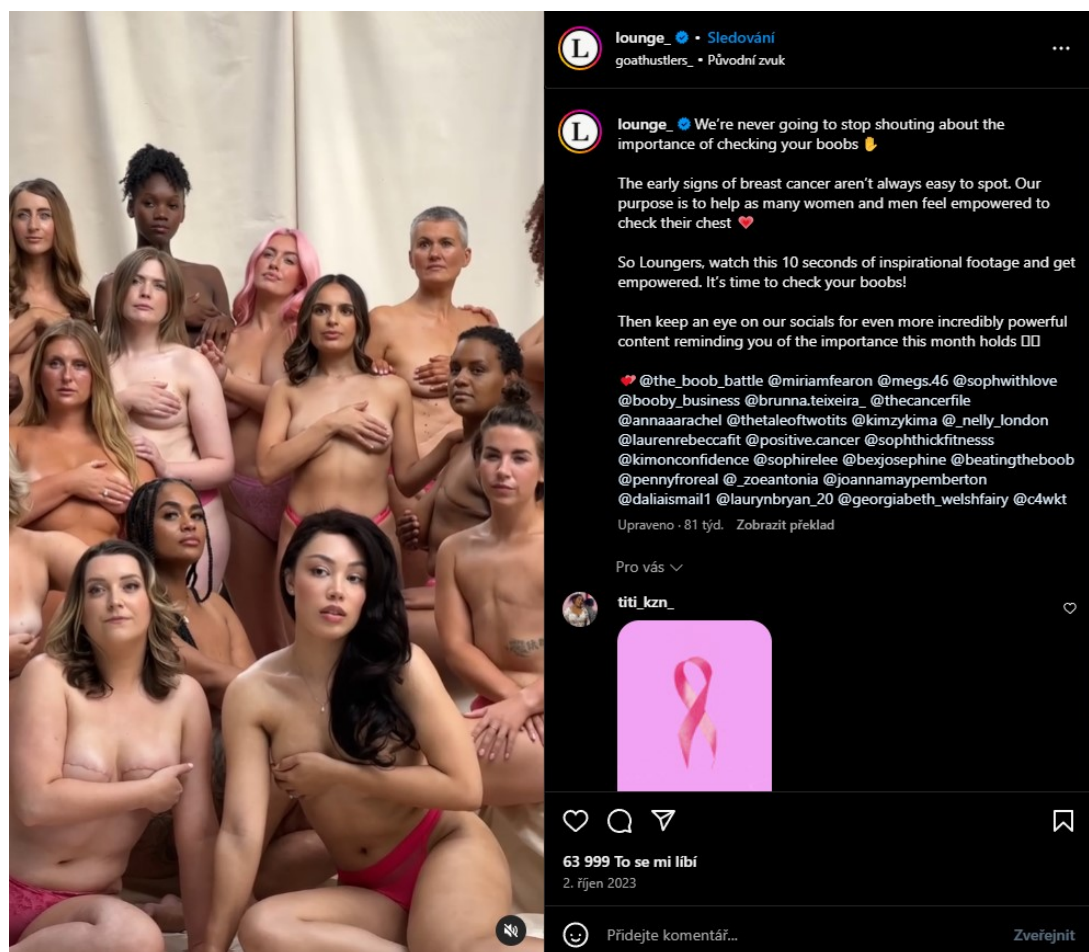


Figure 14 - Lounge Underwear awareness post

(Lounge, 2023a)

The company uses women who have gone through breast cancer to raise awareness in other posts as well. The captions of these posts use mottos such as “let them tell your story”, “be proud”. One post is about a woman who survived cancer, telling her story to motivate women to check their breasts. The woman also reminds women that they should check themselves more often because that is what saved her – she found out that something was not normal by examining herself, that is why it is categorized as an awareness post.

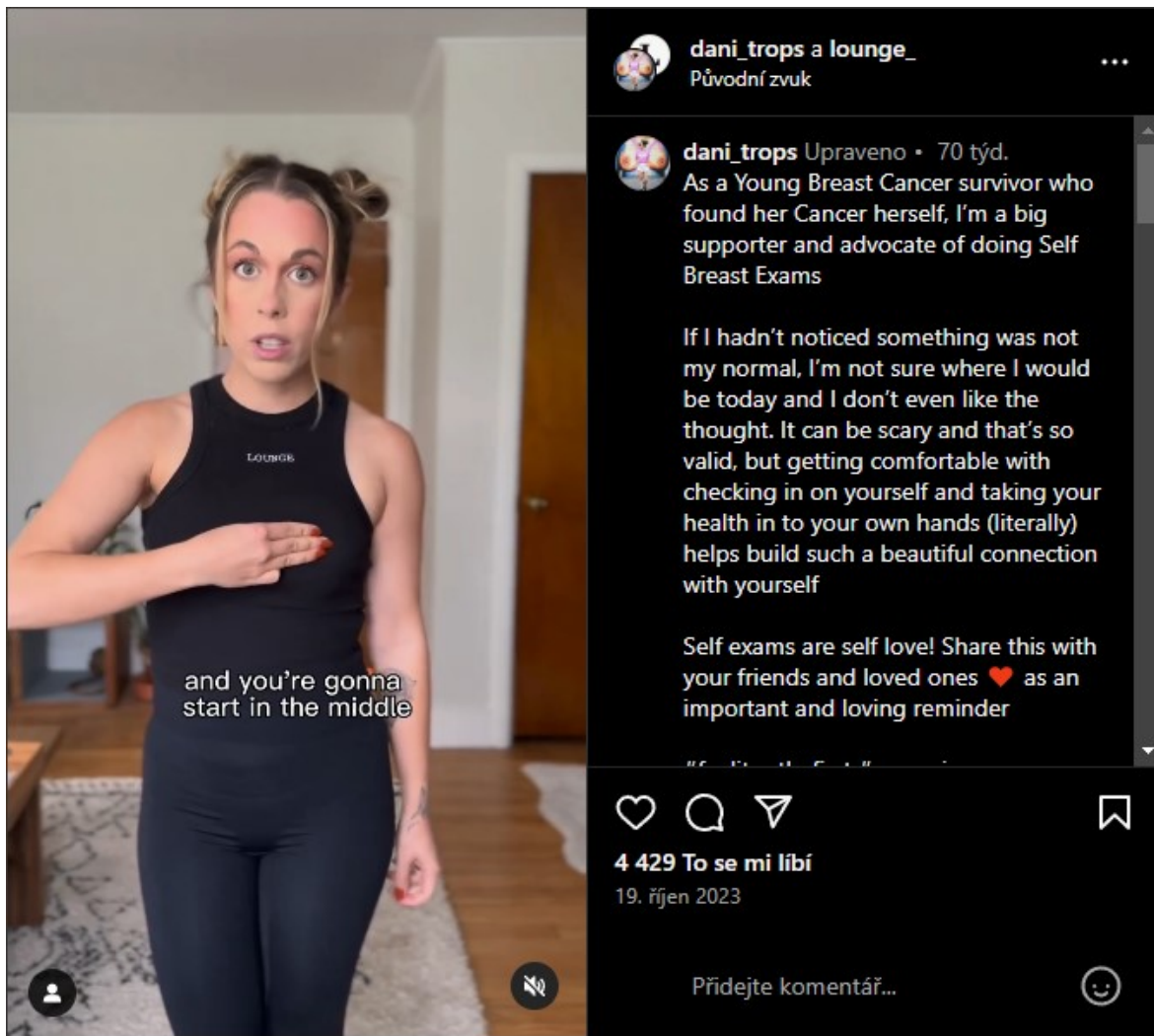


Figure 15 - Lounge Underwear's awareness post

(Lounge, 2023b)

Other posts about raising awareness are about posting flyers in London, these flyers are supposed to remind women to check themselves, which is a perfect way to raise awareness. The company also asked the Lounge community, and 45% stated that they had never been checked. Lounge underwear wanted to help students by opening free “boobboxes” in certain

places in the United Kingdom where students could get a free thong, which is a great example of how Lounge engaged with the audience during Breast Cancer Awareness Month.

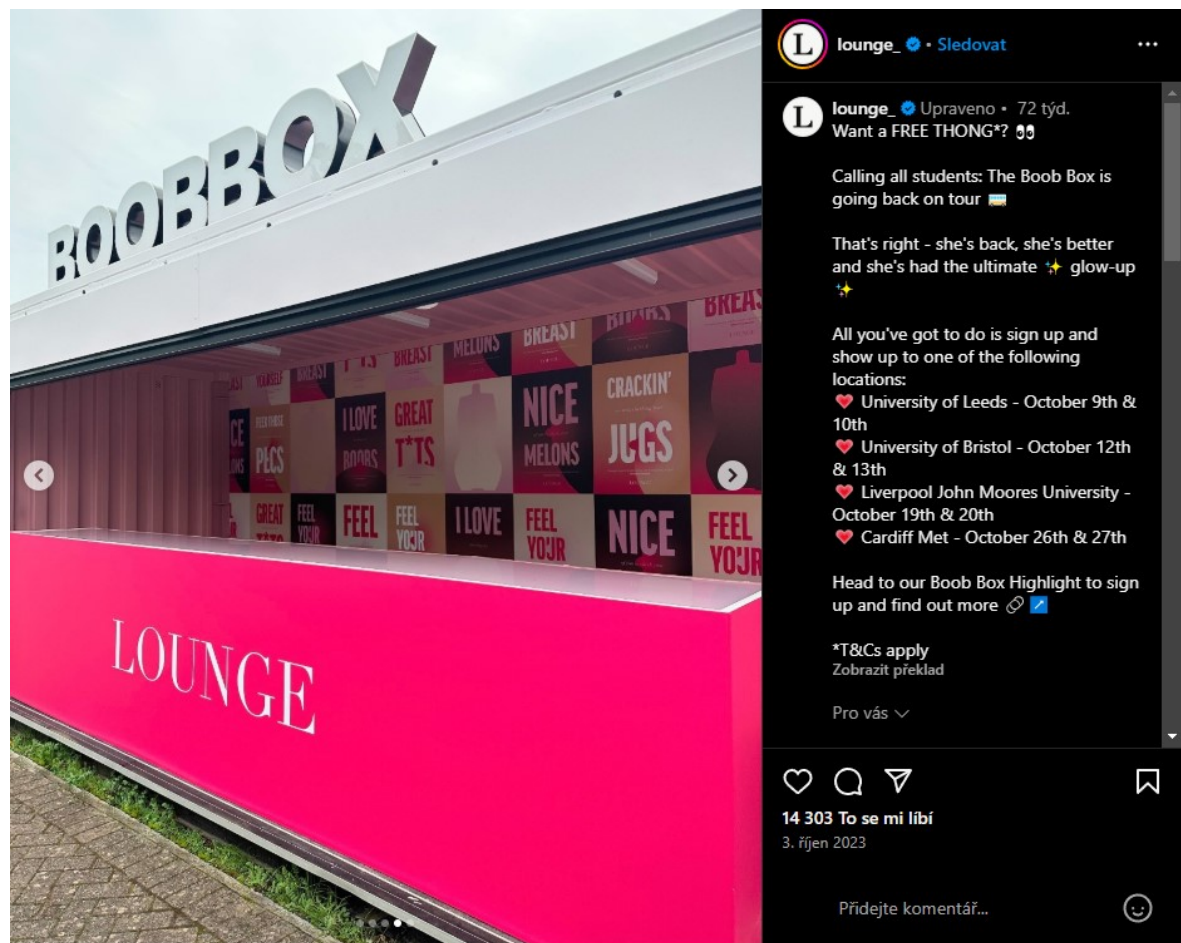


Figure 16 - Lounge Underwear's awareness post

(Lounge, 2023c)

5.2.2 Fundraising posts

The only post dedicated strictly to fundraising states how much money the foundation raised for breast cancer awareness over the last five years through the #FeelYourBreast campaign. The post is not directly calling to action, but it is celebrating the outcome of fundraising. Another aspect is that there is no product promotion content, and it is not aimed at encouraging purchases, which sets it apart from product promotion posts.



Figure 17 - Lounge Underwear's product promotion post

(Lounge, 2023d)

5.2.3 Product promotion posts

Lounge Underwear used Breast Cancer Awareness Month for product promotion very specifically. In all of their promotional posts, they featured photographs of women wearing their underwear sets. While the captions focus primarily on the product, they include a single sentence meant to remind women to check their breasts. This particular post falls into the product promotion category because the model is wearing the brand's underwear, and the caption includes an indirect call to action, suggesting that wearing their sets "makes sense."



Figure 18 - Lounge Underwear's product promotion post

(Lounge, 2023e)

In the next post, the tactic stays the same – the company is advertising their set of underwear, but in the post description, there is a sentence about swiping to see something extra. When people do this, there is a reminder for women to check their breasts. It is still a product promotion post, because there is a photograph of a woman in the product, also the text says that women should buy themselves a Lounge.



Figure 19 - Lounge Underwear's product promotion post

(Lounge, 2023f)

Lounge Underwear used this strategy to promote various sets of underwear. In this post, the model was wearing 4 different sets of underwear, yet the final slide once again included a reminder for women to check their breasts. Despite the mention, the primary focus remained on promoting the sets. The text can be seen as a call-to-action as well, since it talks about placing a Lounge order.

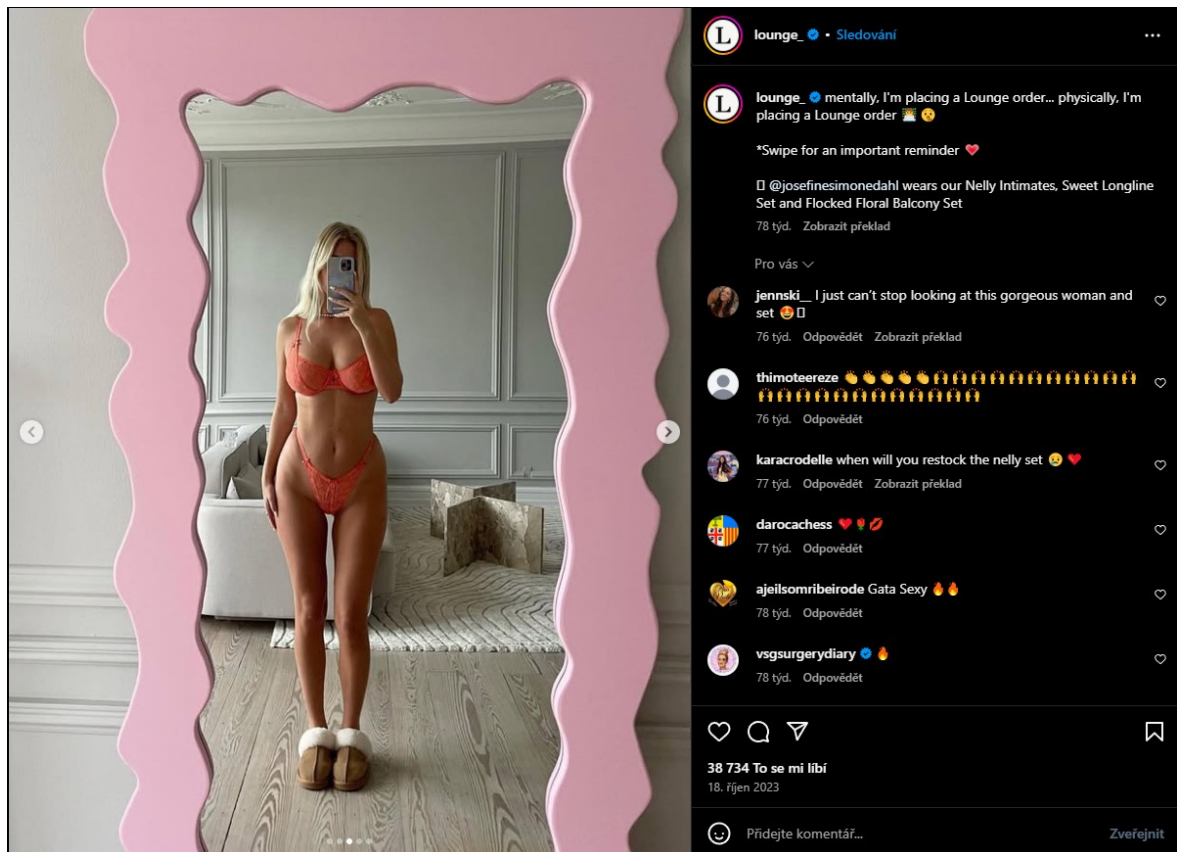


Figure 20 - Lounge Underwear's product promotion post

(Lounge, 2023g)

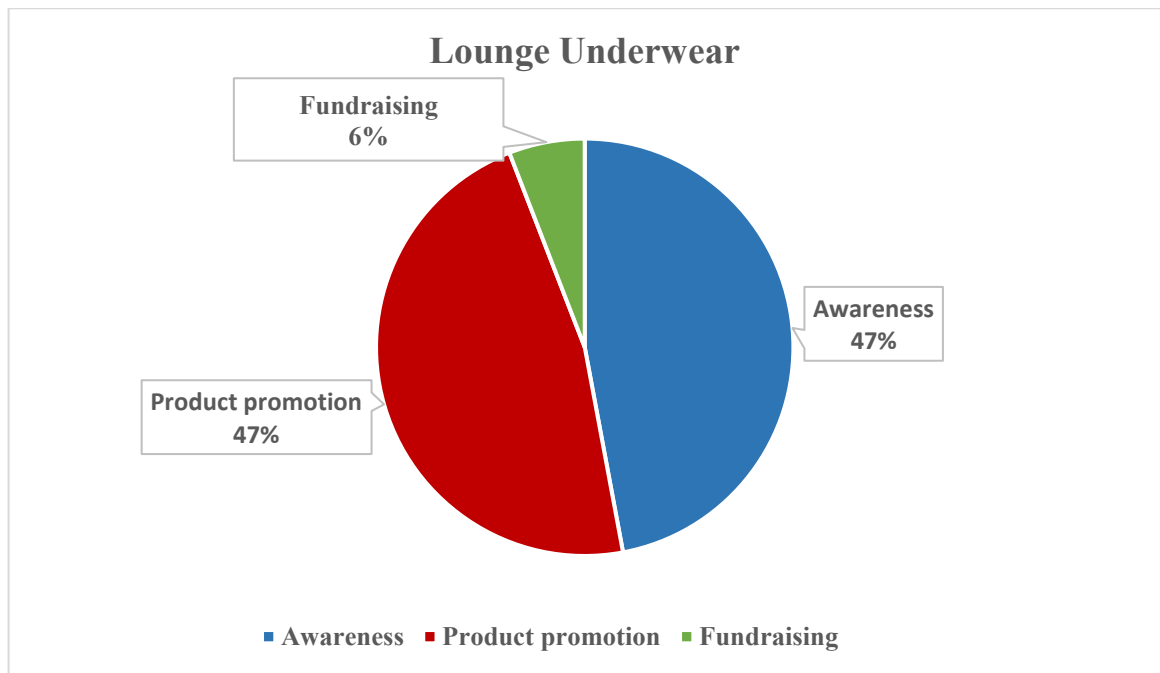


Figure 21 - Distribution of Lounge Underwear's breast cancer-related post categories on Instagram

(source: own elaboration)

Lounge Underwear primarily focused on raising awareness and product promotion, with both categories containing 8 (47%) posts. The least frequent category was fundraising, with the company dedicating only 1 (6%) post purely for this purpose.

According to the number of likes, the most successful post was the awareness post, so the most successful post belonged to the category that was the most frequent, because the awareness category shared the first place with the product promotion category. Since the company produces lingerie for women, we would expect to see mostly women in the posts, especially during occasions such as Breast Cancer Awareness Month. The analysis confirms this hypothesis, with no men appearing in any of the posts.

5.3 Every Man Jack

The all-male brand Every Man Jack is supporting Movember. The company published 9 Movember-related posts on Instagram. Interestingly, only 4 of them were published during November, and 4 of them were published during October to inform and prepare people about the upcoming Movember. One post was also published in December, summarizing how much money the people raised through the company. The total number of posts, including non-Movember-related posts, published during November was 15. The company was not active on Facebook in this regard and only shared one post from the original Movember profile and published two posts during October. On X, it was very similar, the company published nothing, just reposted one Movember-related post.

Every Man Jack is a direct partner of Movember, even Movember's official website mentions the company as one of the main partners, so we would expect more Movember-related posts.

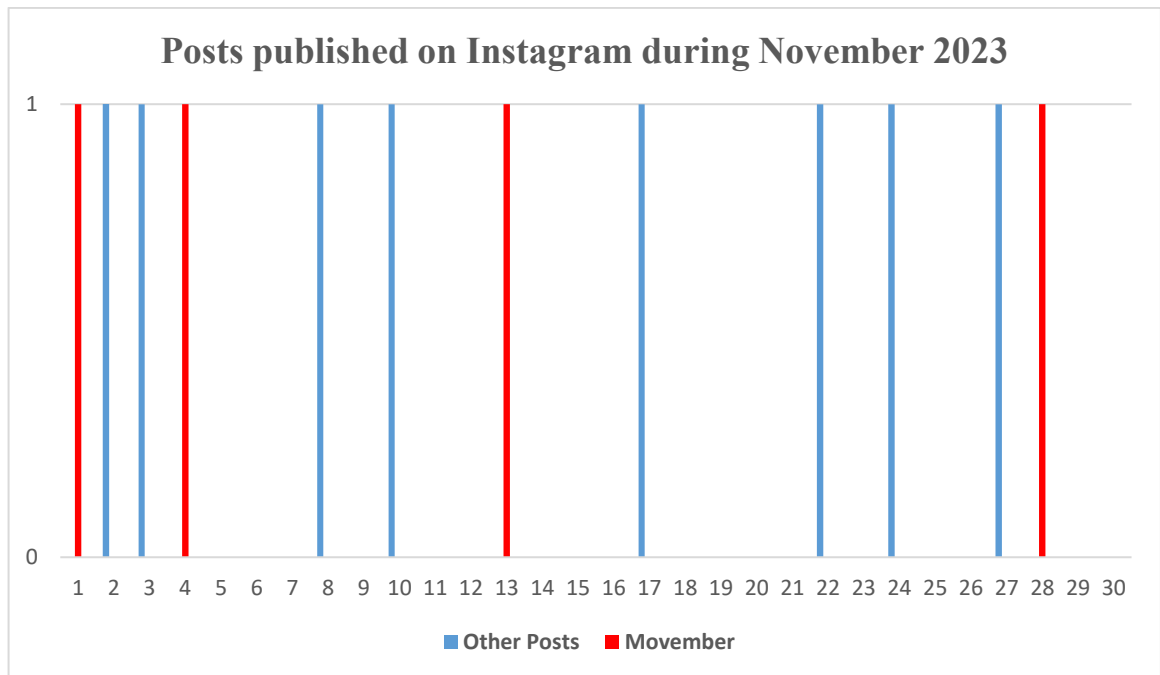


Figure 22 - Posts published by Every Man Jack on Instagram during November 2023

(source: own elaboration)

This graph shows the posts published during November. Even though the number of posts published is low, the trend of being the most active during the first week and closing it with a post published during the last days of the month remains the same. As mentioned earlier, the total number of posts published was 15, and 4 of them were Movember-related, which is 27%.

5.3.1 Awareness posts

The first Movember post published is dedicated to awareness. The company is not selling any product or trying to raise funds, they are doing the exact opposite, sending men gifts for posting photographs of themselves with a moustache. Posting photographs and tagging the company is one of the ways Every Man Jack interacted with their audience during Movember.



Figure 23 - Every Man Jack's awareness post

(Every Man Jack, 2023a)

Another post's caption states that Movember has partnered with Walmart to help spread awareness about men's health issues. The post falls into the awareness category, because even though the shop Walmart is mentioned, they are not trying to sell any product in the post. The post is stating facts about mental issues and men's suicide rates. Like Estée Lauder, Every Man Jack engaged with the audience by inviting people to swipe to learn how they can get involved in the cause in one of its posts.



Figure 24 - Every Man Jack's awareness post

(Every Man Jack, 2023b)

5.3.2 Fundraising posts

Every Man Jack teamed up with Walmart not just to spread awareness, but also to raise funds. During November 2023, every mustache and beard product sold at Walmart, Walmart's website, or Every Man Jack's website will mean that the company will donate \$1 to the foundation. The post states that the company is committed to donating a minimum of \$75,000 and a maximum of \$125,000. Even though it says that they will donate \$1 for a product sold, there is not a single product shown in the pictures. Another reason why it occurs in the fundraising category is that the company will donate \$75,000 regardless of the number of products sold.



Figure 25 - Every Man Jack's fundraising post

(Every Man Jack, 2023c)

5.3.3 Product promotion posts

The only product promotion post was published at the end of the month and states that 50% of sales on the company's website will be donated to Movember. The post falls into the product promotion category, because people have to order a product to help the Movember foundation, which is why it does not belong in the fundraising category.



Figure 26 - Every Man Jack's fundraising post

(Every Man Jack, 2023d)

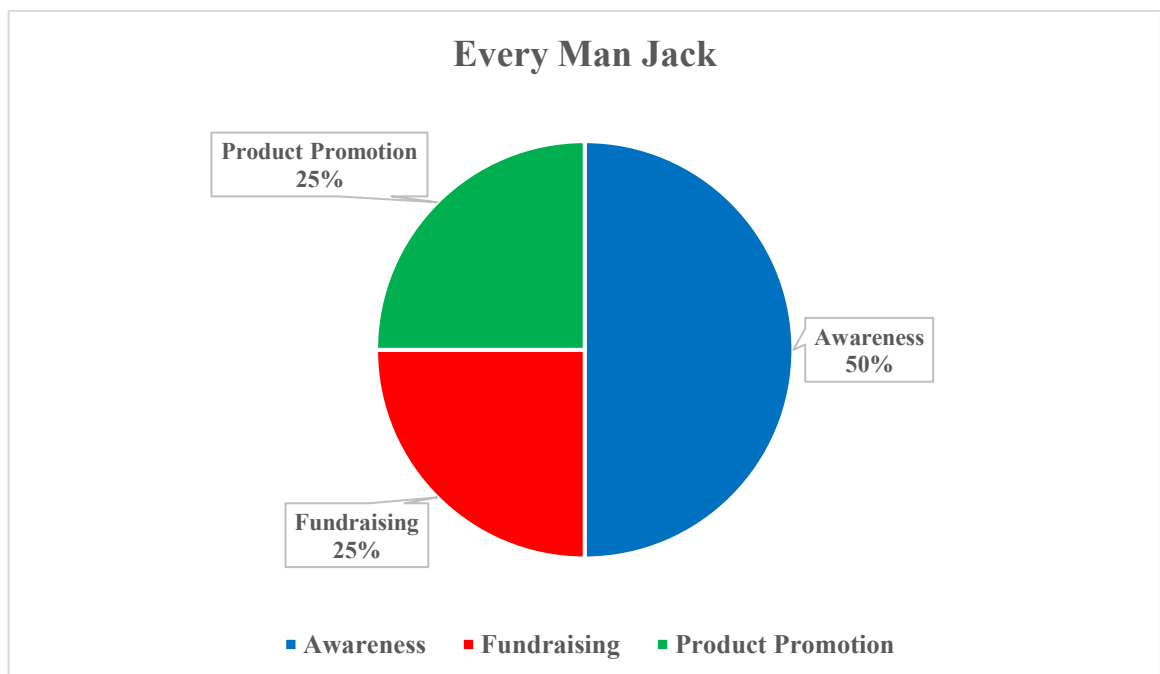


Figure 27 - Distribution of Every Man Jack's Movember-related post categories on Instagram

(source: own elaboration)

The largest proportion of posts related to Movember was about spreading awareness, with a total of two posts (50%). Fundraising and product promotion had only one representative each, which is 25% for each category.

As a company that makes products exclusively for men, it's no surprise that no women appeared in any of their posts about Movember. The post from the category that appeared most often was the most popular among people. However, with such a small sample of posts, this might also be a coincidence.

5.4 Politix

As a men's brand, Politix is supporting the Movember movement. During November 2023, the company published 34 posts on Instagram, and 17 of them were Movember-related. The company was less active on Facebook, publishing 19 posts, and 16 of them had something to do with Movember. Unlike these two social networks, the company is hardly active on X, with the last post published 1 year ago.

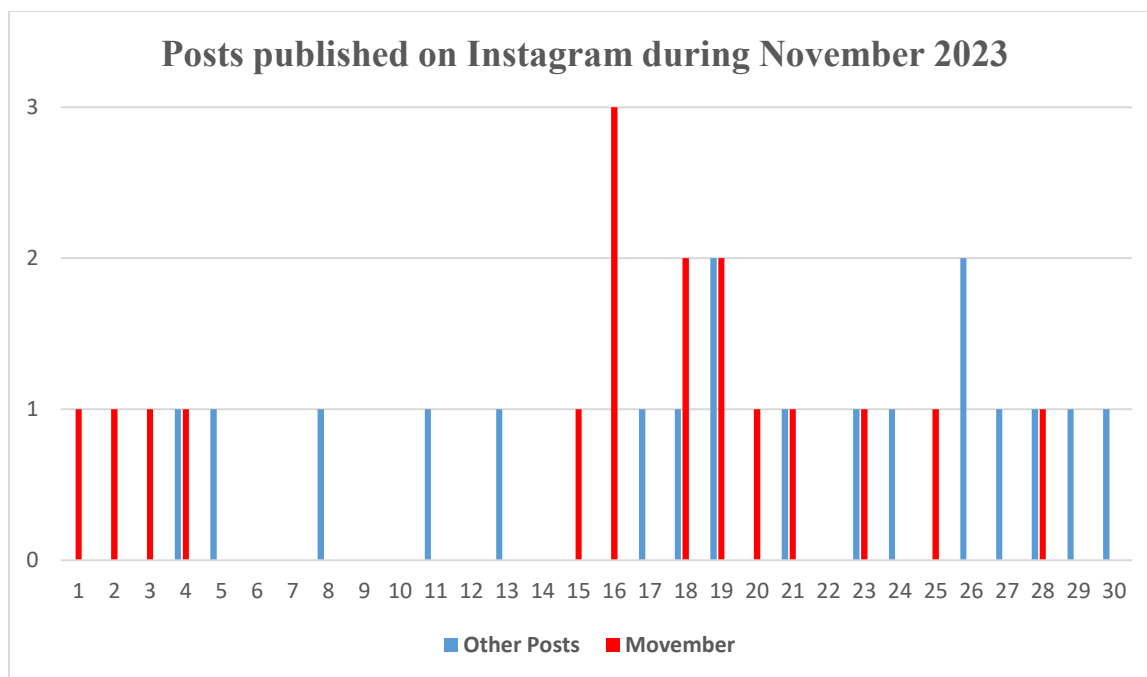


Figure 28 - Posts published by Politix on Instagram during November

(source: own elaboration)

The graph shows that the company was active at the beginning of the month, which is common, but surprisingly, the company was most active on November 16. The company consistently published posts except for the second week of the month. Politix published a total of 34 posts, with 17 (50%) specifically related to Movember, making it the company

with the highest proportion of month-focused posts published on Instagram among the four analyzed brands.

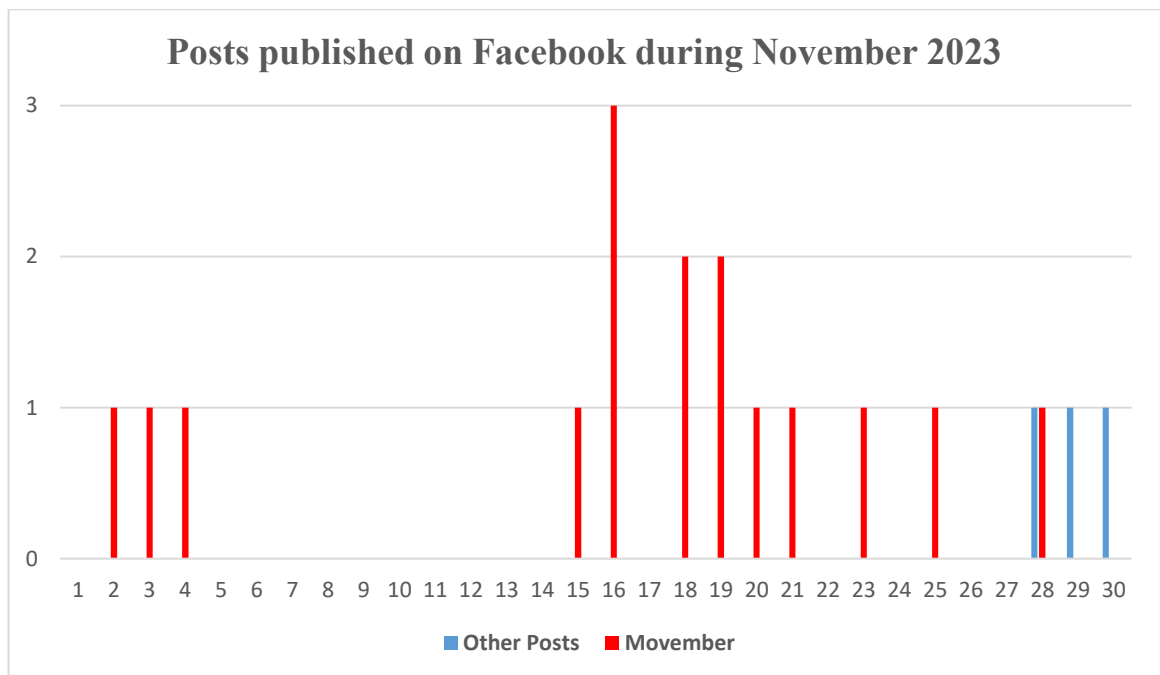


Figure 29 - Posts published by Politix on Facebook during November 2023

(source: own elaboration)

On Facebook, the company did not post anything connected with Movember on the first of November, and like on Instagram, published the most posts on November 16. The company continued its strong emphasis on Movember-related content on Facebook. Although fewer posts were published on this platform, 16 out of 19 (84%) were dedicated to Movember, which exceeds the proportion seen on Instagram and makes it the most theme-related number of posts throughout all the mentioned companies and platforms.

5.4.1 Awareness posts

Of the 16 Movember-themed posts, only three can be seen as posts to spread awareness. All three posts are using Nathan McGuire, who was a Gentlemen's Quarterly magazine model of the year, to spread awareness. In the first awareness post, the model says that our health is important, and we should look at our health on a full spectrum. He's wearing a Politix suit, but there's no mention of selling the suit or raising funds in any way.

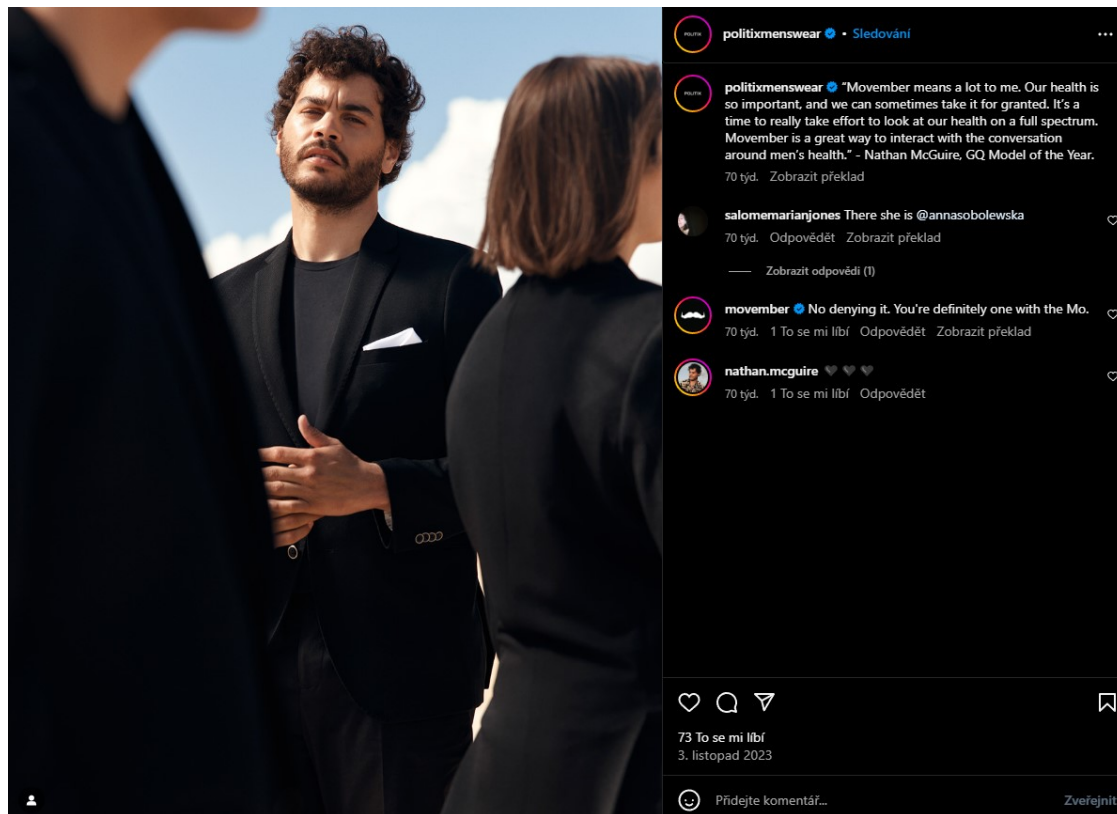


Figure 30 - Politix's awareness post

(Politix, 2023a)

All awareness posts are similar, showing the model in the same suit, in the same environment, but with different texts. Change the face of men's health, which is Politix's favorite phrase during Movember, occurs in this awareness post. Again, there is the company's suit, but the title of the post says nothing about selling it.



Figure 31 - Politix's awareness post

(*Politix, 2023b*)

In the last awareness post, the same text was used as in the first post, only the photography of the model is different. In the first post among all the companies, the opposite gender to the one the brand primarily focuses on appears in the post.



Figure 32 - Politix's awareness post

(Politix, 2023c)

5.4.2 Fundraising posts

Only one post can be categorized as a fundraising post, because Politix pledged to raise \$120,000 for Movember. Even if people didn't buy enough jackets, the company would have donated that money, this is why the post does not fall into the product promotion category.



Figure 33 - Politix's fundraising post

(Politix, 2023d)

5.4.3 Product promotion posts

Most of the product promotion posts look the same, and the text is also similar. Politix states that for every purchased jacket, the company will donate \$10 to Movember. The reason why these posts fall into the product promotion category is that people have to buy their products, so the company supports the cause. Also, the visuals, in every post, there is a product or a model wearing the product the company is selling.

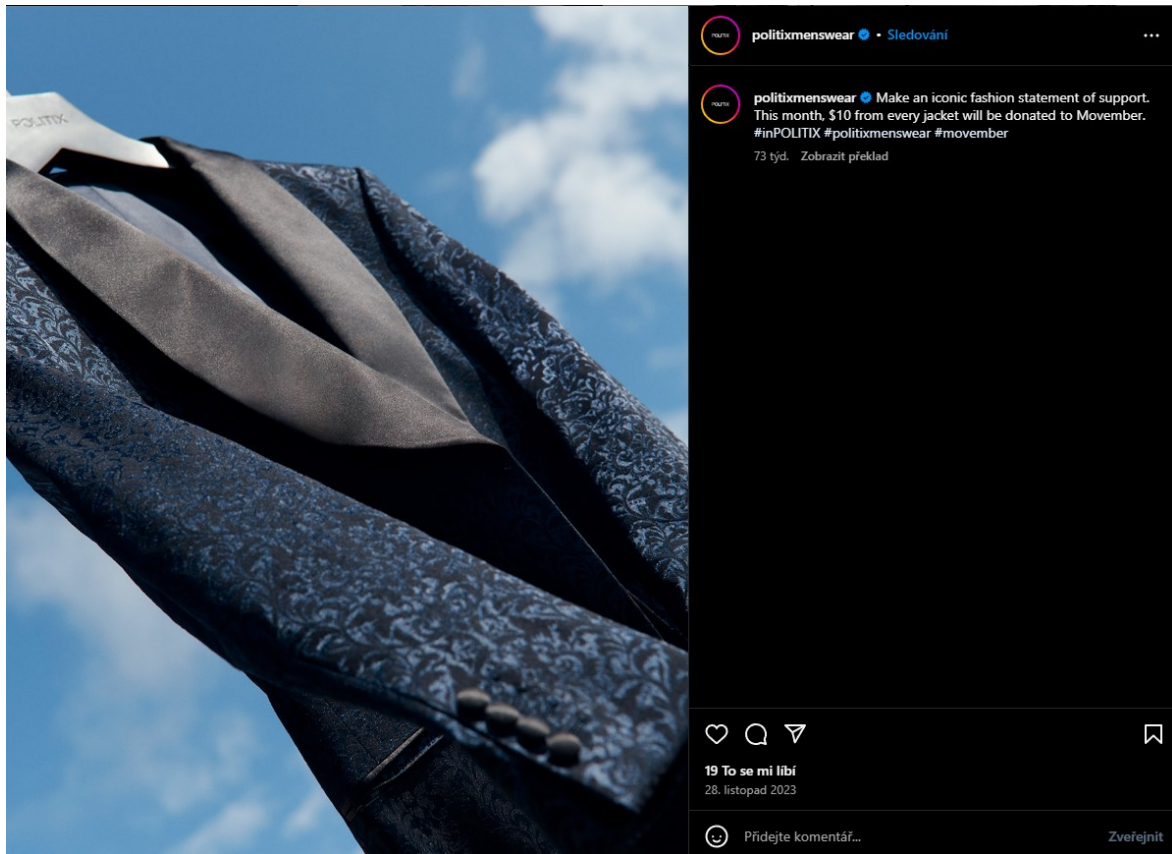


Figure 34 - Politix's awareness post

(Politix, 2023e)

As previously mentioned, most of the product promotion posts look similar. Only the photos of the suits change, but the phrase “Purchase a jacket and the company will donate \$10” stays the same.

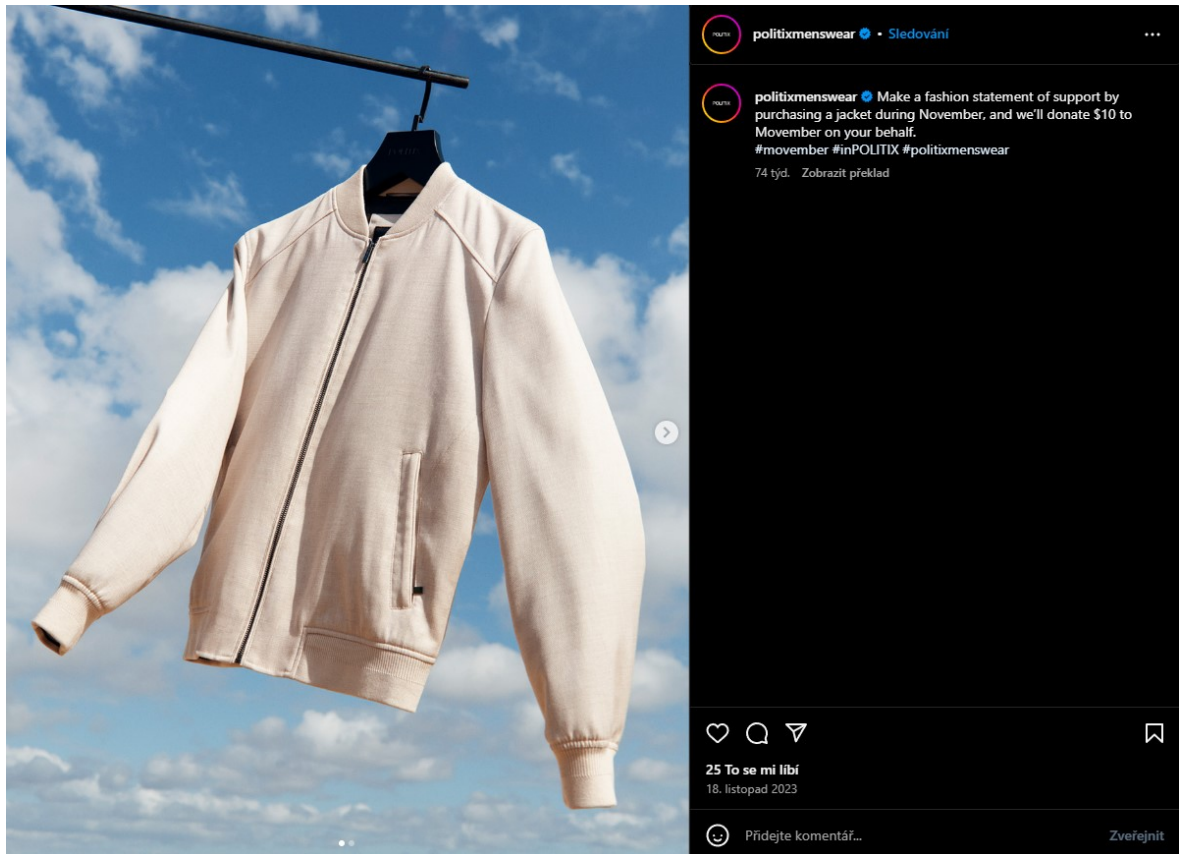


Figure 35 - Politix's awareness post

(Politix, 2023f)

This product promotion post is a bit different because the text does not say anything about donating \$10 per jacket bought. It only persuades people to buy a Politix jacket to change the face of men's health. The visuals look similar, a model wearing the suit. The only thing that can be seen as an engagement with the audience is the fact that Politix states that by purchasing Politix's jacket, customers will change the face of men's health.

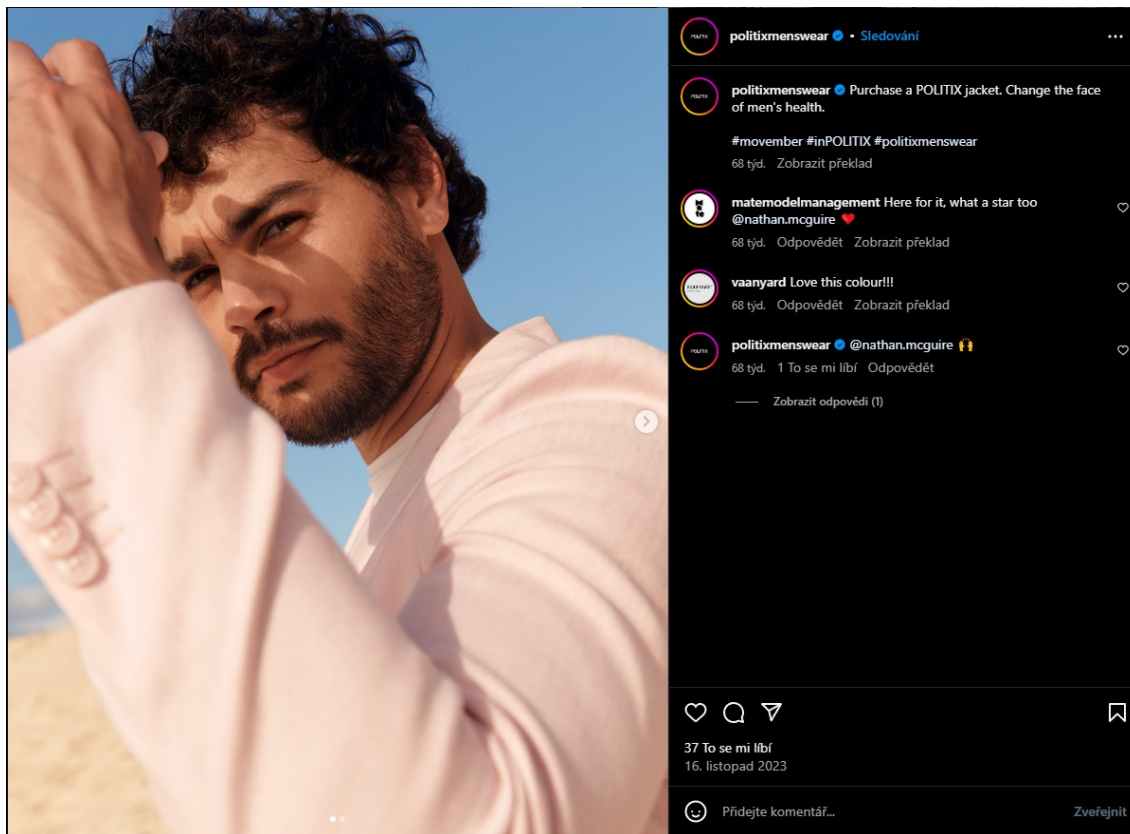


Figure 36 - Politix's product promotion post

(Politix, 2023g)

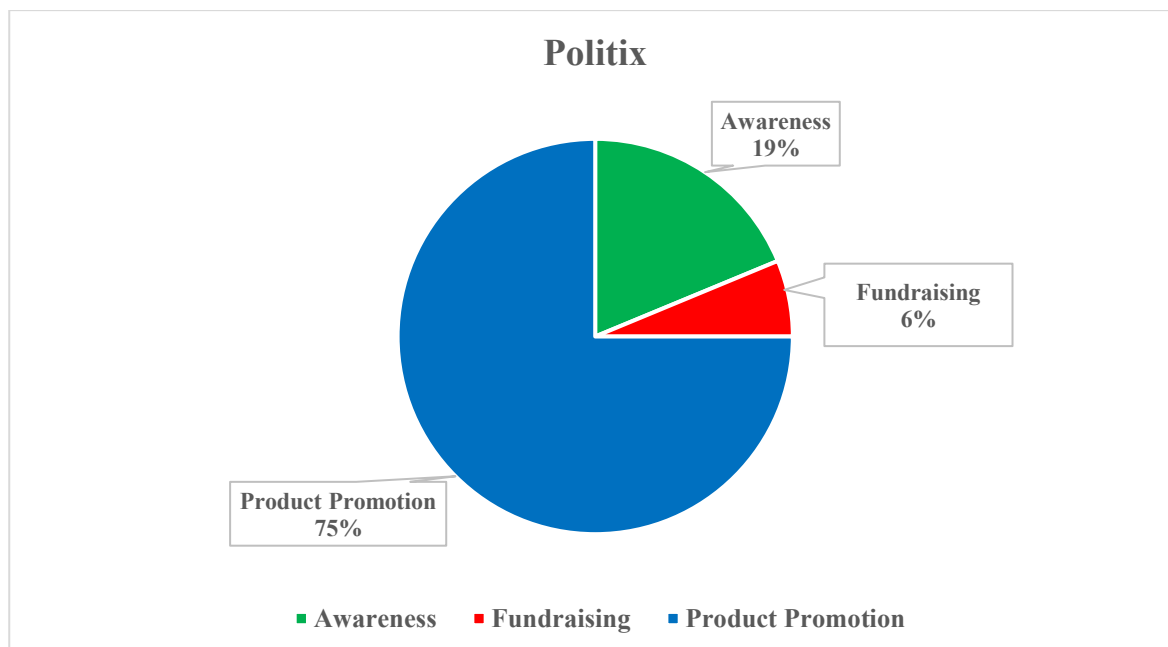


Figure 37 - Distribution of Politix's Movember-related post categories on Instagram

(source: own elaboration)

In the case of Politix, it is evident that the company aimed to boost its sales as much as possible, because 12 (75%) of all posts related to Movember were about promoting their products. A better light is shed on them by the fact that for every such post, it was mentioned that they would donate \$10 for every jacket sold. The second most published category was awareness, with 3 (19%) posts published. And only 1 (6%) post was related to fundraising.

Politix's most liked post was a post that was spreading awareness, which was the second most frequent category. Politix is the only company among those analyzed that featured the opposite gender of its primary target audience during the themed month campaign, the post appeared in the awareness category.

CONCLUSION

This thesis explored how four selected brands – Estée Lauder, Politix, Lounge Underwear, and Every Man Jack – used social media during two major awareness campaigns: Breast Cancer Awareness Month and Movember. The aim was to compare their promotional activities during thematic months and to find out how these brands engage audiences. Moreover, this thesis analyzed social media posts published during the mentioned months and examined what types and quantities of posts they published by categorizing posts into awareness, fundraising, and product promotion posts.

In terms of promotional activities, the analysis showed differences in how the brands approached the themed months. Estée Lauder focused on product promotion, using the awareness month as an opportunity to market their limited edition or themed products. Lounge Underwear balanced its content equally between awareness and product promotion, supporting the cause and using the month to promote its products. Politix, like Estée Lauder, focused primarily on product promotion during the themed month. The proportion of product promotion posts shared by Politix was even higher than that of Estée Lauder, making it the brand with the highest share of product promotion content among the four companies. Every Man Jack, as an official Movember partner, primarily used the themed month to raise awareness about men's health issues.

Regarding audience engagement, Estée Lauder promised to donate \$25 for each user who uploaded a photo with a certain campaign hashtag. Furthermore, several posts encouraged visitors to swipe for details on how they might help the cause. With limited-edition products that allowed customers to contribute through their purchases and a portion of revenues going to the Breast Cancer Research Foundation, the brand also utilized product marketing as a means of involvement. Lounge Underwear's audience engagement also consisted of contributing a percentage of product sales to their foundation. One of the more unique forms of engagement was the brand's "Boob Box", where women could come and receive a free thong. Every Man Jack also incorporated audience engagement by pledging to donate a portion of product sales and swiping through posts to find out how people can support the cause. Another tactic involved, was encouraging men to take photos of their moustaches, share them on Instagram, and tag the brand. In return, the company sent them gifts. When it comes to Politix, the only visible form of audience engagement was a pledge to donate some percentage of money for every jacket sold during Movember.

The analysis of the types and quantities of social media posts revealed that the selected brands approached the awareness months in distinct ways. Estée Lauder primarily focused on product promotion, with only minimal attention given to awareness posts. Lounge Underwear showed a balanced approach, dividing its campaign equally between awareness and product promotion, while fundraising was less present. Every Man Jack mostly focused on awareness posts, although its overall activity was lower than might be expected from an official Movember partner. Politix demonstrated the most focused campaign, dedicating a significant portion of its posts to Movember, with a strong emphasis on product promotion.

In conclusion, this thesis showed that each brand chose a different way to approach awareness months, depending on their goals. Some used the opportunity to promote their products, others focused more on raising awareness or giving back through fundraising, while engaging their audiences in different ways.

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