

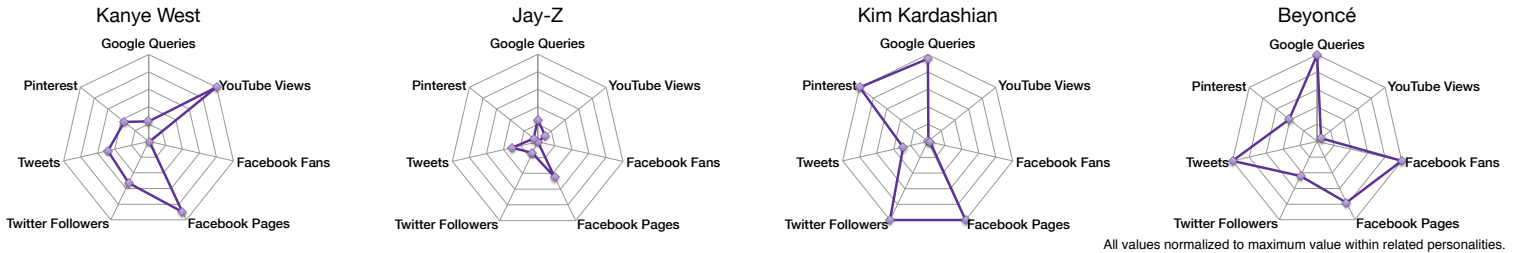
Kanye West

An analysis by SemioCast

Brand positioning (May 2013)

- Kanye West's success as a brand on YouTube proves the benefit of a **community management strategy** that could be applied to Facebook where fans create a large number of pages bearing his name
- Twitter creates artificially a large group of followers, yet they are often inactive and do not reflect the singer's values. The segment of Twitter users who mention the brand define a **more authentic group of fans**, more interested in Lifestyle
- Fans largely discuss products and brands displayed by Kanye West, especially **Nike sneakers** mentioned across social networks
- To further adopt Kanye's style, fans choose **mass-retailer outfits and may even customize them**
- Values of the Kanye West's community include personal creativity, borderline lifestyle and sports

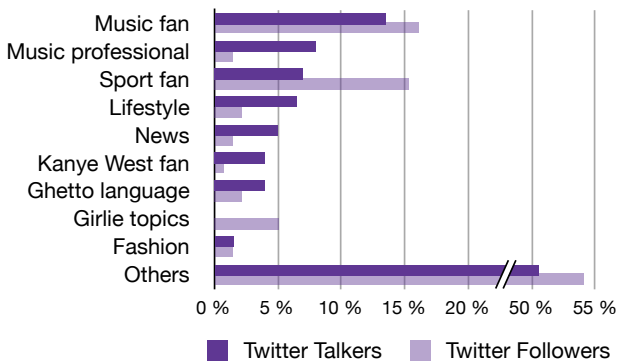
Digital strength of Kanye West brand compared to related personalities



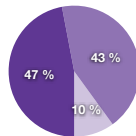
- Kanye West and Jay-Z are dwarfed by their girlfriends in terms of top-of-search as revealed by the volume of Google queries, which can be explained by a **strong difference in terms of brand awareness and brand appeal**.
- The organization of videos into a professionally managed channel (Vevo) combined with a very strong social media community explains Kanye West's strength on YouTube compared to related personalities.
- By creating a large number of Facebook pages bearing Kanye West's name, **fans try to emulate the singer** and express their admiration.
- Beyoncé records the highest number of Facebook fans because of animation through updates and posts on an official page. Likewise, Kim Kardashian's official presence on Pinterest partly explains the largest number of boards. Kanye West would probably **benefit from a similar community management approach**, especially on Facebook where the community is stronger.
- Jay-Z's weakness on social media should be understood as a lower fans involvement caused by a lower social media investment.

Twitter Talkers and Twitter Followers

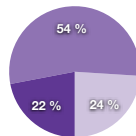
Twitter Talkers vs (active) Twitter Followers



Ethnicity of Twitter Talkers



Ethnicity of Twitter Followers



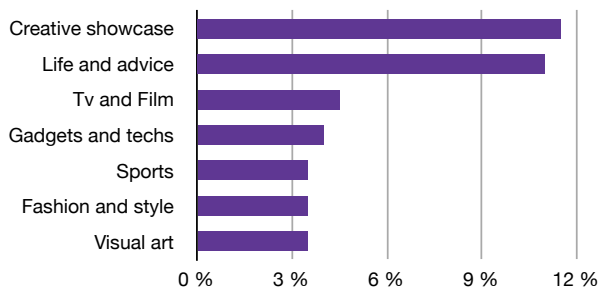
● Afro-Americans
● Not Afro-Americans
● Unidentified or impersonal

Twitter followers and Twitter users tweeting about the singer (talkers) represent two different communities, the latter being **closer to true fans of the brand**. While the official account has more than 9M followers, 31% are inactive. Last month, about **2M Twitter users mentioned the singer**.

In terms of ethnicity, Afro-Americans are more frequently represented within talkers (47%) than followers. Talkers also describe themselves more as Kanye West fans and use more *ghetto* jargon than followers.

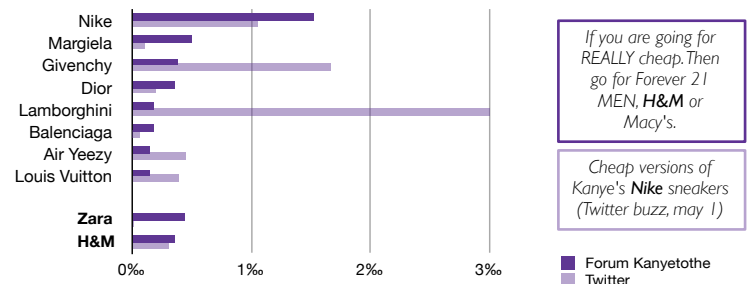
Music professionals as well as users interested in *lifestyle* and news are more represented within talkers. Conversely, followers are more interested in Sport (especially football and basketball) and girlie topics.

Topics within *Kanyetothe* forum



The community within the forum *Kanyetothe*, whose interests are similar to those of Twitter talkers, mostly discuss music and other artists. Beyond these conversations, the most active section is *Creative Showcase* which collects amateur songs, mixes, poems and music texts composed by the participants. **The community of fans consider itself as a creative network** and refer to technological gadgets they use to produce their pieces (such as drum-kits). The section *Life and Advice* is provocatively dedicated to subjects such as guns, drugs and sex, revealing an intention to position themselves as rebels. 🚫

Brands mentioned by Kanye West's Community



Both on Twitter and on the forum *Kanyetothe*, fans comment the pieces of clothing and the products displayed by the singer during his appearances, especially on Twitter; hence a stronger presence of Luxury brands (Lamborghini, Givenchy). **Fans like to wear and discuss Nike** and especially Air Yeezy sneakers. Forum discussions reveal how they try to **reproduce other Kanye West's outfits at affordable prices**. This explains the presence of mass retailers (H&M, Zara) which are considered as good providers of cheap basic pieces to be customized with zippers or studs to become more "Kanye's style".