



Master Thesis

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International Corporate Communication and Media Management

at University of Applied Sciences Neu-Ulm

**Comparative analysis of selected automotive manufacturers'
social media strategies in international markets**

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Notice

For reasons of better readability, the simultaneous use of the language forms male, female and diverse (m/f/d) is dispensed with. All personal designations apply equally to all genders and do not constitute discrimination against any other gender.

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I. List of Abbreviations

ARD: Arbeitsgemeinschaft der Rundfunkanstalten Deutschlands

Approx.: Approximately

BIG: Bjarke Ingels Group

Bitkom: Branchenverband der deutschen Informations- und Telekommunikationsbranche

B2B: Business-to-business

CEO: Chief Executive Officer

COO: Country of origin

E.g.: For example

Etc.: Et cetera

FB: Facebook

I.e.: Id est

IG: Instagram

SMART: Specific, measurable, achievable, relevant and time-bound

STP: Segmenting, targeting, positioning

KPI: Key performance indicators

ZDF: Zweites Deutsches Fernsehen

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1 Introduction

1.1 Initial Situation and Problem Definition

Over the last decades social media has become an essential part of the marketing mix¹ and an increasingly important way for marketers to strategically use social media to gain a competitive advantage and improve performance.² Thus the social networks are increasingly obtaining a more important role in people's lives such as being used as a valuable advertising channel for companies.³ The fact that the purchasing decision process of the users are often influenced by their touchpoints with company's social media channels even increases their relevance.⁴ They are offering many attractive ways to communicate and interact with the stakeholders, build and maintain relationships⁵, promote products and services such as increasing brand awareness and customer sales.⁶ Social networks also offer the opportunity to convey information in combination with multimedial content, which makes it easier for users to process and can strengthen the brand personality beyond the product.⁷ Although social media offers tremendous opportunities for businesses, there is no comprehensive definition or framework to shape the implementation of social media into marketing strategies in order to gain an accurate understanding of the general scope and role of social media marketing strategies.⁸

The challenge is to find out how the target group behaves, which platforms they use and which content offers added value for them.⁹ This is becoming an even greater challenge, especially for internationally active companies, as in addition country-specific aspects must be taken into account in order to achieve good results.

In the automotive industry in particular, the major car manufacturers promote and sell their products and services all over the world. Due to the increasing globalization, international business and expansion into other markets are becoming more and more important in order to promote a sustainable existence.¹⁰ This requires a professional approach and all corporate

¹ Cf. Lammenett (2021), p. 457f

² Cf. Lamberton/Stephen (2016), p. 154-160

³ Cf. Kreutzer (2021), p. 10

⁴ Cf. Hopf (2021), p. 8f

⁵ Cf. Van Looy (2022), p. 28

⁶ Cf. Gabriel/Röhrs (2017), p. 82f

⁷ Cf. Hopf (2021), p. 1f

⁸ Cf. Effing/Spil (2016), p. 52

⁹ Cf. Kreutzer (2021a) p. 491, p. 558

¹⁰ Cf. Sinning (2022), p. 189

activities must be integrated into a holistic overall system¹¹ in order to achieve the best possible results, gain a competitive advantage and guarantee long-term success.¹²

1.2 Objective and Research Questions

This thesis aims to analyze and compare the social media activities of Audi's and BMW's social media strategies in different markets in case of the content that is published. Additionally, the relevant KPI's are also examined in more detail, which are closely related to the content and provide information about which content has performed most successfully. The objective therefore is to analyze whether and, if so, how social media strategies of these companies differ on the selected platforms Facebook and Instagram such as the chosen markets Germany and USA. This is done with the help of a content analysis in which the posts are examined systematically over a period of 3 months. For this purpose, various formal and content-related criteria are formed as categories, which are evaluated equally for the respective units of analysis. This analysis enables statements to be made regarding the general social media strategy and to analyze and compare the respective approaches of the companies on the different platforms and markets. In addition, a KPI analysis will be used to find out which key figures are relevant in relation to the posts, which post categories achieve the best results among users and how the key performance indicators differ on the various platforms, brands and their country-specific accounts.

The following research questions are addressed in the thesis:

- How and at which points do the social media strategies of Audi and BMW differ on an international level (Germany / America)?
- Which strategies are the companies approaching in general and what is the objective of these strategies?
- Which of the social media strategies used by Audi and BMW shows greater success in terms of the relevant KPI metrics

¹¹ Cf. Berndt/Fantapié Altobelli/Sander (2023), p. 8-11

¹² Cf. Swoboda/Schramm-Klein/Halaszovich (2022), p. 32

- Which kind of Content on Facebook and Instagram generates more user engagement and is there a correlation between the categories and user engagement?

1.3 Literature and Research Gap

In order to gain an overview of the current state of research and to derive a research gap in this sense, literature, studies and analyses in the relevant subject area were searched for at the beginning. Accordingly, the search intention was first focused on social media marketing and strategy in general and later prioritized to international marketing strategy and social media in the automotive industry.

In the field of social media marketing and strategy generally, there have already been many references and thus extensive literature. In his publications “Praxisorientiertes Online Marketing” and “Social Media Marketing kompakt” (2021), Kreutzer mentions the rapid developments in social media marketing and provides a detailed overview of the entire spectrum of online and social media marketing. As the author states, the intensity of use and diversity of social media is continuously increasing and social media engagement is increasingly influencing marketing goals such as brand awareness and image as well as customer satisfaction and loyalty.¹³ Lammenett reports about the extensive possibilities of social media in his publication “Praxiswissen Online-Marketing” (2021). He highlights the opportunities to reach different target groups quickly and effectively and thereby increase awareness, build image, increase sales but also further develop products and attract employees through recruiting.¹⁴ Hopf also confirms in his publication “Social media communication along the customer journey” (2021) that social media can influence the decision-making process of a recipient. Corporate communication via social networks is undergoing a dynamic development due to its rising level of interactivity and multimedia content.¹⁵ In particular, the topics, goals and conception of social media marketing, social media platforms as well as the design and controlling of social media marketing forms the basis for the theoretical part of this work.

¹³ Cf. Kreutzer (2021b), p. 187f

¹⁴ Cf. Lammenett (2021), p. 457-461

¹⁵ Cf. Hopf (2021), p. 1f

In the field of international marketing, Swoboda's publication "International Marketing" (2022) provides knowledge about the motives and goals of the internationalization of companies. According to the author, internationalization through dynamic activities such as analysis, planning and control as well as cross-border and country-specific thinking and action plays an important role in achieving corporate goals and increasing the overall success of the company.¹⁶ Berndt et. al argues in his book "International Marketing Management" (2023) that considering the changing customer behavior, different market dynamics and competitive behavior such as adapted legal and governmental changes, the sole approach on only the domestic market is no longer sufficient to guarantee the long-term survival of the company.¹⁷ According the author, the expansion of companies' corporate activities is absolutely necessary to remain competitive, guarantee growth and ultimately secure a sustainable existence. The vast expansion of global markets offers perfect opportunities for growth, for which it is essential to have a professional marketing strategy to promote sales.¹⁸ In addition Schlegelmilch's publication "Global Marketing Strategy" explains that companies corporate leaders need a more flexible approach and a deeper understanding of national characteristics for doing business in other geographical areas. The author also mentions interesting insights about segmenting, targeting, positioning which are explained more in detail in section 2.2.2.¹⁹

On the other hand, significantly less references were found regarding the social media strategy and management on an international level focused on the automotive industry, due to the fact that most of the literature deals with topics of social media or internationalization in general and does not focus on a specific sector or brand.

However, few studies can be found that deal with the use of social media by car manufacturers. Here, one of the studies found is "Social media usage practices of luxury brands" by Ulas & Akinci Vural (2019). This study looked at content shared by the luxury brands Mercedes-Benz, BMW, Audi, Porsche and Landrover on Facebook and Instagram. However, it only considers the official company channel and does not compare the country-specific channels in detail. Furthermore, contents were collected in 2016, which is no longer a meaningful result considering the numerous and extensive changes to social networks. Additionally, studies were conducted examining other channels and other automobile manufacturers. Wang et al. (2021)

¹⁶ Cf. Swoboda/Schramm-Klein/Halaszovich (2022), p. 32

¹⁷ Cf. Berndt/Fantapié Altobelli/Sander (2023), p. 247ff

¹⁸ Cf. Berndt/ Fantapié Altobelli/Sander (2023), p. 3

¹⁹ Cf. Schlegelmilch (2022a), p. 14

"Online to Offline" examines the relationships between companies and user-generated content on online media and traditional media of US car brands. In their study "Qualitative and quantitative analysis of social network data intended for brand management", Babčanová et al. (2021) analyzed the appearance of car brands (VW, Kia, Skoda, Toyota, Citroen and Peugeot) and the perception of users on Twitter and YouTube. Hence, no research was found regarding the Comparative analysis of selected automotive manufacturers social media strategies in international markets. Accordingly, the thesis is intended to contribute to exploring the research gap that has been derived and to analyze more specific results on the social media behavior of two directly competing car manufacturers on a country-specific level.

1.4 Structure and Approach

After the introduction, all important terms and definitions regarding social media marketing and international marketing strategy are explained in section 2. This creates the basis for the following sections and clarifies the further framework of this thesis. The basic structure as well as the special features and key figures of social media platforms are discussed in more detail and important aspects for internationalization are clarified. Section 3 introduces the selected companies, markets and social media accounts, which are analyzed in more detail in section 5. Section 4 provides a more detailed examination of the selected methodology, defining the parameters that are necessary for the analysis. The implementation and analysis is then carried out in section 5, whereby each category of the content analysis is evaluated, analyzed and interpreted in detail. Furthermore, the KPI analysis is carried out and the various parameters of Facebook and Instagram are compared. The insights gained are summarized and explained in more detail in section 6. The research questions are taken up again and answered. Finally, in section 7, the conclusion is formulated and a possible outlook for further developments in social media is given, as well as further recommendations.

The thesis was not written in cooperation with any of the analyzed companies, as the author wanted to proceed as independently as possible and did not want to be restricted by the specifications of a cooperation partner. In addition, all necessary information and data were available free of charge.

2 Theoretical Basics and State of Research

2.1 Social Media Marketing

Over successive decades, new social media platforms have been established on the market. The possibilities within these platforms are expanding and the number of users is constantly increasing.²⁰ Therefore, social networks are the ideal place for companies to address and engage users with their products or services, as they spend a large part of their time there.²¹ Also for marketer's social media marketing has become an increasingly important way to strategically use and leverage social media to improve performance and gain a competitive advantage.²² This can be achieved because social media creates touchpoints due to its high degree of interactivity and multimodality which accomplishes multiple tasks along the customer journey. Also there can be a big influence on the purchasing phase which is created through a positive corporate presence in social media.²³ Additionally, social media offers a lot of possibilities to reach a specific or desired target group within optimized and targeted content like short videos (reels), posts or stories.

On the other hand, social media can also lead to a negative result, if the company cannot provide a high quality and entertaining communication offer to its clients. In this case it is likely that the customer will switch to a competitor which is providing the preferred content.²⁴ So the challenge for companies is not just to create a social media campaign but more to combine their marketing strategy with their social media activities to engage with the customers in order to build a valuable long-term relation with them²⁵. As such, the customer relationship can be directly influenced and there is already evidence that social networks can have an impact on the customer relationship, online reputation and improve the strength of the relationship.²⁶

²⁰ Cf. Fischer (2015), p.5f

²¹ Cf. Kreutzer (2021), p.409f

²² Cf. Lamberton/Stephen (2016), p. 156-160

²³ Cf. Hopf (2021), p. 8-9

²⁴ Cf. Mull (2018), p. 252

²⁵ Cf. Schultz/Peltier (2013), p.86-99

²⁶ Cf. Shareef et al. (2019), p. 58-69

2.1.1 Definitions and Contents

Social media as a sub-category of online marketing is defined differently in the existing literature. Some definitions are broad and classify social media as targeted marketing via social networks.²⁷ In the context of this thesis which focuses on a more international level this definition is not sufficient. A better definition gives Tamar Weinberg, who states it as a process which makes it possible to promote a website, product or service to a large community which wouldn't be possible within traditional marketing channels.²⁸ This context includes the variable that social media helps to reach a big community better than with traditional marketing channels, which is a fundamental interest in an international social media strategy. Further Kreutzer adds an interesting variable of Social-Media Marketing as he defines it as a procedural concept that uses different forms of social media to get into a dialog with (potential) clients and other stakeholders.²⁹ In comparison to the first definition of Tamar, Kreutzer places greater emphasis on initiating a dialog with the clients, as opposed to merely attempting to communicate with them. That's a crucial point regarding the role of social media in facilitating two-way communication.³⁰ It enables businesses to engage with potential customers in a more personal and direct manner, while offering a larger platform for customer interaction at the same time.³¹ Also Kreutzer mentions that different forms are used to get into dialog. This also describes the purpose of this thesis in using different social media platforms to reach a broad and international target group.

Social media marketing includes the market-oriented such as targeted use of social networks and a distinction between active and passive social media should be made. Active social media marketing is categorized by a strategic, cross functional management of social media in combination with other channels or alone to reach business and corporate goals. Thereby users have the opportunity to directly contribute their own content and get into a dialogue with the company or other users. In comparison, with passive social media marketing companies achieve their corporate goals through the use of external social media content without actively providing its own content. With this approach, competitor activity and users are captured,

²⁷ Cf. Lammenett (2021), p. 457

²⁸ Cf. Weinberg (2010), p. 4

²⁹ Cf. Kreutzer (2021), p. 415

³⁰ Cf. Rauschnabel, et. al. (2012), p. 3

³¹ Cf. Pilz (2022), p. 198.

processed, and analyzed to use this knowledge as a supplement to the strategic and operational planning process.³²

In addition to the distinction between active and passive, it makes sense to distinguish social media marketing into its various media categories.³³ The media that a company manages itself and under its own responsibility (e.g. corporate website & online shop, social media accounts or blogs) are termed **owned media**. Separated from the category owned media is the **paid media**.³⁴ This includes the services that a company buys from third-party providers (e.g. banner advertising, keyword ads, social media advertising). Access to these media is ultimately only possible through „payment“, which is why it is called „paid media“. The third category is called **earned media** and includes platforms such as primary contents that companies receive from online users based on their behavior (both good and bad). This content is called „user-generated“ content (e.g. in social bookmarks for your own website, blogs, forums and communities) and can be earned through a high engagement such as awareness in social media.³⁵ However, the user to be approached is not thinking in terms of channels, but rather simply expects to be able to communicate and interact with a brand in a very flexible way.³⁶

Summarized, social media marketing as part of online marketing is split up into active and passive social media. Further it is divided into the three just mentioned media categories (owned, paid and earned) and includes the strategic, operative and market-oriented use of social networks including the involvement of the users.

³² Cf. Rauschnabel, et. al. (2012), p. 43

³³ Cf. Mayer-Uellner (2010), p. 16

³⁴ Cf. Lammenett (2021), p. 359f

³⁵ Cf. Kreutzer (2021a), p. 417f

³⁶ Cf. Decker (2022), p. 80

2.1.2 Objectives and Strategy

Before a company engages on social media, it is important to set objectives and develop a solid social media strategy. It must be ensured that the defined goals are derived from the overarching organizational strategy and in line with the company's goals, vision and values.³⁷ Further the objectives must be monitored continuously, and key performance indicators must be defined. This is the only way to monitor and optimize the effectiveness of the activities.³⁸ Some possible business objectives which social media can target are to acquire new customers, to increase the satisfaction and loyalty of the customer,³⁹ to increase brand recognition and awareness⁴⁰, shaping the employer branding⁴¹ or building a certain/desired image (egs. sustainability).⁴² Precisely defined social media objectives, through which the social media strategy is to be achieved, are very important and therefore have to be already processed into a coherent concept in the conception phase.⁴³

One of the most important goals that companies pursue with their marketing is branding, which guarantees long-term success.⁴⁴ Branding is the creation of a meaningful brand that is firmly anchored with the company and its image.⁴⁵ Brand recognition, acceptance and recall have a significant influence on brand awareness.⁴⁶ As a result, consumers will choose the brand with which they are most familiar and about which they have the most information.⁴⁷ Nowadays, physical characteristics are no longer the only factors considered when making a purchase decision. A company should also be associated with trust and reliability and convey a culture and a way of life to be considered by customers. This is achieved through a strong brand, which is seen as a key value driver for companies.⁴⁸ Furthermore, a corporate brand supports the identification and allocation of stakeholders and enables differentiation from competitors on the market, creating added value for the company.⁴⁹

³⁷ Cf. Van Looy (2022), p. 53

³⁸ Cf. Rauschnabel, et. al. (2012), p. 12

³⁹ Cf. Fox (2022), p. 110

⁴⁰ Cf. Babka (2021), p. 200f

⁴¹ Cf. Decker (2022), p. 216

⁴² Cf. Langner (2023), p. 118

⁴³ Cf. Kreutzer (2021a), p. 539

⁴⁴ Cf. Ellwood (2002), p. 1

⁴⁵ Cf. Herbst (2005), p. 16

⁴⁶ Cf. Esch et. al. (2019), p. 671

⁴⁷ Cf. Bilgin (2018), p. 132

⁴⁸ Cf. Gutjahr (2019), p. 5ff

⁴⁹ Cf. Herbst (2002), p. 25

A trademark is a name, term, sign, symbol, product design or any conceivable combination of these that is used to identify the products and services of a supplier or group of suppliers.⁵⁰

Globalization is also influencing international active companies and brands by increasing awareness and competition for new markets and resources such as employees and capital is intensifying. Social networks therefore offer ideal opportunities to reach targeted stakeholder.⁵¹ Social media is now an integrated part of corporate communication and offers promising and innovative opportunities to increase the awareness and image of companies and additionally to reach potential customers and generate leads.⁵² However, excessive and intrusive advertising with an overriding focus on commercial use is less popular with users. In order to build acceptance among users, it is therefore advisable to work with entertaining, informative and personally authentic content in order to build a relationship between companies and customers and ensure a mutual exchange at equal level.⁵³ If a person has all the necessary information about a brand, this brand can be shortlisted for later selection.⁵⁴

The overall strategy is crucial for successful social media marketing and defines how and within what framework the objectives are to be achieved. It represents long-term and multi-dimensional behavioral plans, whereby various parameters and questions are included: How is the target group addressed? Which tools/channels will be used? How is social media marketing implemented in existing strategies? How is the social media concept ideally aligned with the brand attributes? How and in what time frame is the strategy planned? How can a consistent brand presence be guaranteed?

In this respect, the existing social media activities should also be included in the considerations, as all existing touchpoints should be harmonized in terms of content and appearance in order to guarantee a consistent brand presence.⁵⁵ Before embarking on social media marketing, companies should be aware of their approach and determine how the strategy should be structured.

⁵⁰ Kottler (1999)

⁵¹ Cf. Gutjahr (2019), p. 8

⁵² Cf. Kupka/Pahrmann, (2022), p. 23f

⁵³ Cf. Kreutzer (2018), p. 2-5

⁵⁴ Cf. Shruti, et. al. (2013), p. 20

⁵⁵ Cf. Rauschnabel, et. al. (2012), p. 12



Figure 1: Roadmap to a social media strategy - modified based on Pahrman

Pahrman and Kupka recommend using the **social media strategy roadmap** shown in Figure 1 as a guide.⁵⁶ The first step, "Analysis and vision", focuses on discussing the current status and determining where people are already talking about the company. This serves as a starting point for defining where the company wants to go and how the company is prepared for this task. Existing competitors should also be analyzed and their positioning examined more closely in order to stand out as a company with a unique positioning. The topic of "positioning" is discussed in more detail in section 2.2.2 Segmentation, Targeting, Positioning. The second step takes a closer look at the target group, which is a very important element of the subsequent concept. Companies should be clear about who is to be reached, what is already known about the target groups and what still needs to be found out. Only with a good knowledge about the target group is it possible to reach them in an effective way when creating and publishing content. As previously discussed, the third step includes setting specific objectives to be achieved through social media marketing. In addition to a clear definition, these must be realistic and measurable. This can be monitored by analyzing key figures. Social media metrics are discussed in more detail in section 2.1.4 Metrics and analytics. The fourth step is to determine which channels or platforms can be used to achieve the previously defined goals and reach the target groups in the best possible way.⁵⁷ This requires, among other things, a

detailed examination of the social media usage behavior of the various target groups and platforms and what special features they entail. The channels and their parameters are explained in more detail in section 2.1.3. The fifth step focuses on the planning and creation of content. The aim here is to determine what content and topics are to be offered, how these are planned and what financial and human resources are available for this. In the final step, "success and adjustment", the question for organizations is how and when there can be a

⁵⁶ Cf. Pahrman/Kupka, (2022), p. 50f

⁵⁷ Cf. Kreutzer (2021a), p. 539

measure of success or failure. Among other things, this can be achieved by comparing the goals set with the results actually achieved and analyzing the social media key performance indicators. In conclusion, each company must individually assess the role that social media plays in its communication strategy.⁵⁸



Figure 2: Social-Media Strategy - own illustration based on Sutherland

Another social media strategy approach was developed by Sutherland which the following model shows. In Figure 2 the goals are set on the highest level of the pyramid because they are what the strategy is aiming to achieve overall within the other components working together to realize it. Further the specific and time-bound SMART

Objectives are supporting the overarching goals in case of social media activities to reach the goals of the strategy. The tactics are supporting the SMART Objectives in representing specific actions within the social media strategy. The purpose is to help the targeted audience to get through the different stages of the customer journey to achieve the objectives and furthermore the strategic goals. The audience research builds the basis for the other components as it covers all relevant points from defining key messages, selecting the platform such as developing strategic tactics that resonate and engage with the target audience. At the end of the model the budget is undermining the whole strategy as the allocated resources and funds will influence it.⁵⁹ Social media managers can effectively support this phase by conducting thorough research to accurately determine the planned actions, thereby improving the strategy's likelihood of success.⁶⁰ In order to establish standardized procedures and avoid uncoordinated communication, it is important to appoint people responsible for the social networks who act in accordance with agreed principles and guidelines. In addition, the social media goals should be communicated transparently to all employees.⁶¹

⁵⁸ Cf. Pahrman/Kupka, (2022), p. 50f

⁵⁹ Cf. Sutherland (2021), p. 81

⁶⁰ Cf. Sutherland (2021), p. 8

⁶¹ Cf. Kreutzer (2021a), p. 545f

2.1.3 Channels and Parameters

In the dynamic landscape of the modern and innovative marketing, implementing social media channels has become a central factor in engaging with target audiences, shaping brand identities and driving success.⁶² A structured social media channel conveys professionalism, increases brand awareness and can be used for image purposes. It also enables companies to quickly and easily communicate various information and news to a large audience.⁶³ Especially in the automotive sector it is a perfect opportunity to showcase and promote new products and solutions, build favorable communities such as also gaining valuable insights about their target groups perception.

Over the last decades there have been launching many social media platforms for example Facebook, Instagram, Twitter, TikTok, Snapchat etc. Some of them have certain similarities in the case of use but also differ in functions, possibilities, formats and audiences, which makes it hard to select the most suitable for each purpose.⁶⁴ In addition the social media platforms are used differently in various countries, so it is also important to have a look at the geographic area in which a company wants to operate and check, which platforms are used most commonly in this country.⁶⁵ It is essential to identify which social media channels are most promising for the company's chosen overall approach.

⁶² Cf. Alalwan, et. al. (2017), p. 1177ff

⁶³ Cf. Kreutzer (2021a), p. 423ff

⁶⁴ Cf. Lammenett (2021), p. 474ff

⁶⁵ Cf. Rana et al. (2020), p. 236

The following graphic gives more detailed information of the social media use in Germany and the United States:⁶⁶

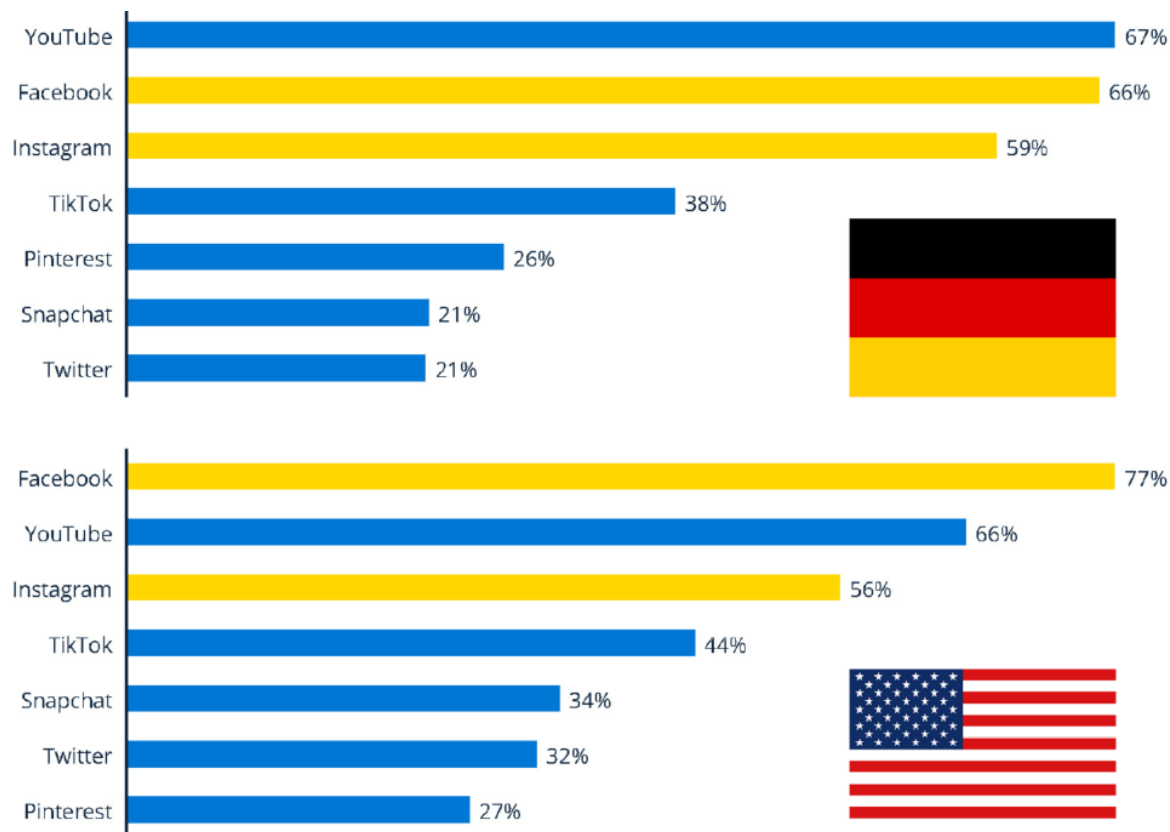


Figure 3: Most used social networks Germany & USA in 2024

As shown in Figure 3, Facebook and Instagram are listed in the top three most used social media platforms in both countries. In 2023 Facebook was the most used social media platform in the US (77%), in Germany (66%) the second most used platform with just 1% after YouTube. That indicates the huge importance of this channel which should be considered in big company's social media strategies. Also, Instagram shows very high numbers in Germany (59%) and the US (56%). It is the third most used platform which makes Instagram an interesting and important platform to use. A study conducted by the two German broadcasting giants ARD and ZDF shows similar results on the German market:⁶⁷

⁶⁶ Cf. Statista Consumer Insights Global survey (2024), Social Networks

⁶⁷ Cf. ARD/ZDF (2023)

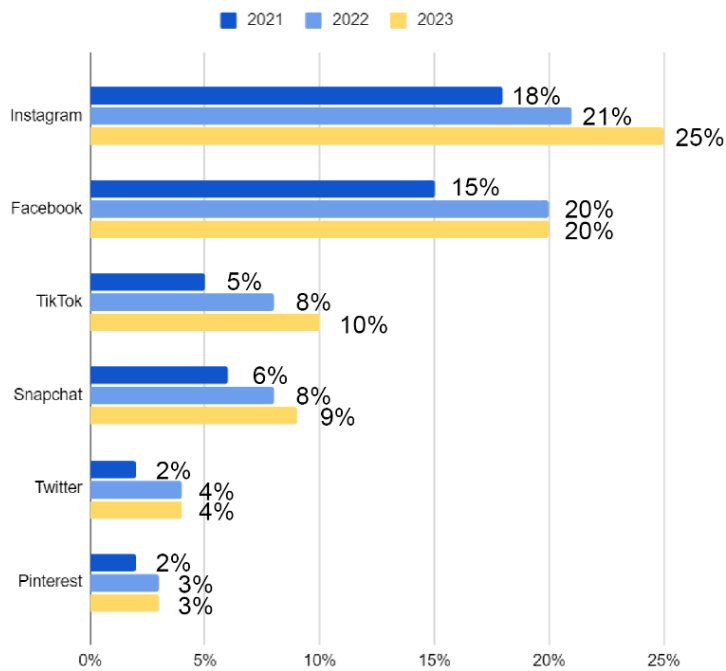


Figure 4: Daily use of social media in Germany 2021 – 2023
– own illustration based on ARD/ZDF

Figure 4 shows that, according to the ARD & ZDF analysis of daily social media usage, Instagram is with 25% the leading social media channel, closely followed by Facebook with 20%. Further Instagram recorded rising figures over the last three years and was used more and more frequently from 2021, where only 18% were using Instagram daily. Facebook only recorded an increase from 2021 (15%) to 2022 (20%) and stagnated at 20% from 2022 to 2023. The next best social media platform after Instagram and Facebook is TikTok, which only records

half the daily usage but is rising year by year. Another statistic from the Bitkom (Branchenverband der deutschen Informations- und Telekommunikationsbranche) which was gathered in Germany shows similar results as the very first statistic.⁶⁸

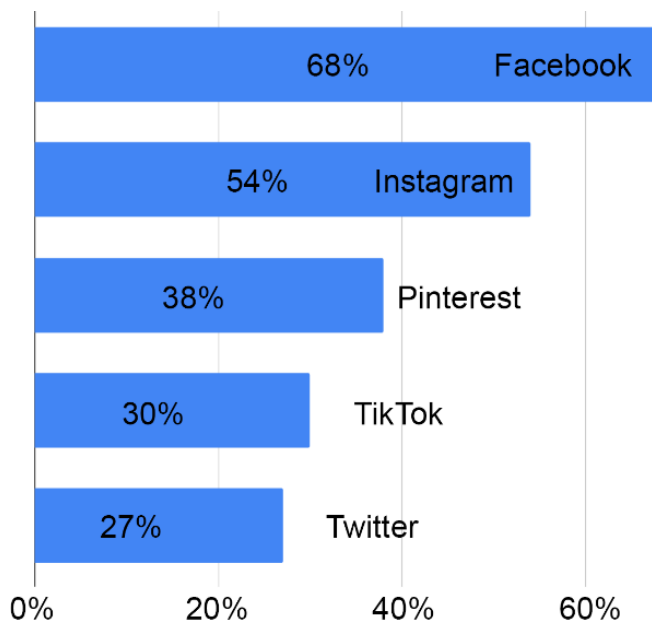


Figure 5: Which Social Network did you use in the last 12 months? – own illustration based on Bitkom

Figure 5 shows that Facebook & Instagram were used most frequently by the participants in the survey. 68% of participants used Facebook and 54% used Instagram over the past 12 months which makes them the most relevant platforms.

According to this, Facebook and Instagram were recognized as the most relevant social media platforms in three statistics dealing with media usage on the German market. This underlines their relevance in terms of use for German car manufacturers. The social media usage looks similar on the American market.

⁶⁸ Bitkom Research (2023), Which social network have you used in the past 12 months?

Figure 6 shows that Facebook has the highest user share within the year 2023 on the American market with 75.3% of the population, followed by Instagram with 63.9% of the population. At 45% and lower, the other platforms are well behind Facebook and Instagram.⁶⁹ Another study, also conducted by “We are Social”, “DataReportal” and “Meltwater”, shows similar results to the previously discussed study by ARD & ZDF.

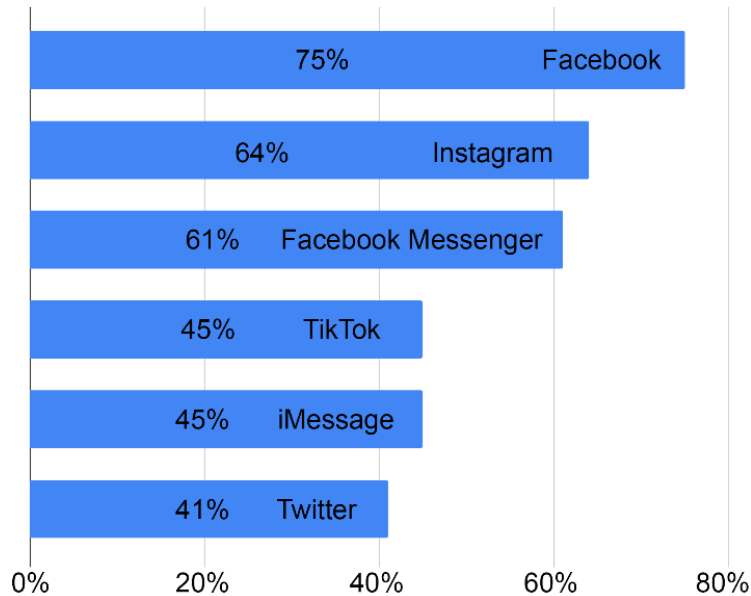


Figure 6: Most popular social media platforms USA by users in 2023 - own illustration based on We Are Social

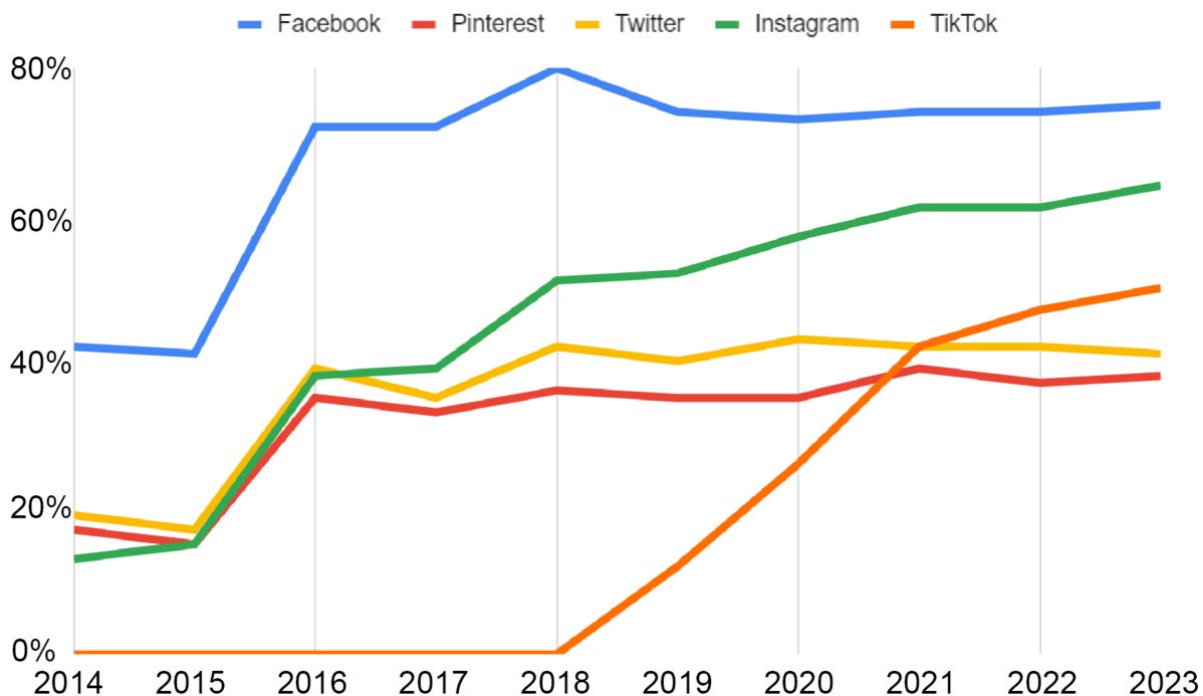


Figure 7: Social-Media users from 2014 - 2023 - own illustration - based on We Are Social⁷⁰

Figure 7 also shows that Facebook and Instagram are used by the majority of respondents. As can already be seen on the German market, Facebook's user numbers are stagnating, while

⁶⁹ We Are Social et. al (2024), Digital 2024 – The United States of America

⁷⁰ We Are Social et. al (2024), Digital 2024 – The United States of America

Instagram continues to record rising numbers. Tiktok is also experiencing a rapid increase in user numbers and is moving in the direction of Facebook and Instagram. However, it should be noted that TikTok is very controversial in America and there are discussions about banning TikTok on the American market.

In summary, with regard to the usage behavior of social networks, it can be said that on the German and American market Facebook and Instagram are among the most used and most popular platforms in all studies and thus their relevance for the selection of this thesis was confirmed.

Another important thing in selecting a social media channel is to make sure that the target audience a company wants to attract is present on this channel. As AUDI and BMW do not directly communicate which their primary target groups are, a look is taken at the actual brand users of the brands in order to draw conclusions about the target groups to be reached. Therefore, it is worth taking a look at the demographic profile in case of which generations are using the social media channel and compare that with the audience profile of the chosen company. The following graphic shows a comparison of the chosen channels and brands in each selected country (Germany, US)⁷¹:

⁷¹ Cf. Statista Consumer Insights Global survey (2024), Generations of Social Networks & Car Brands

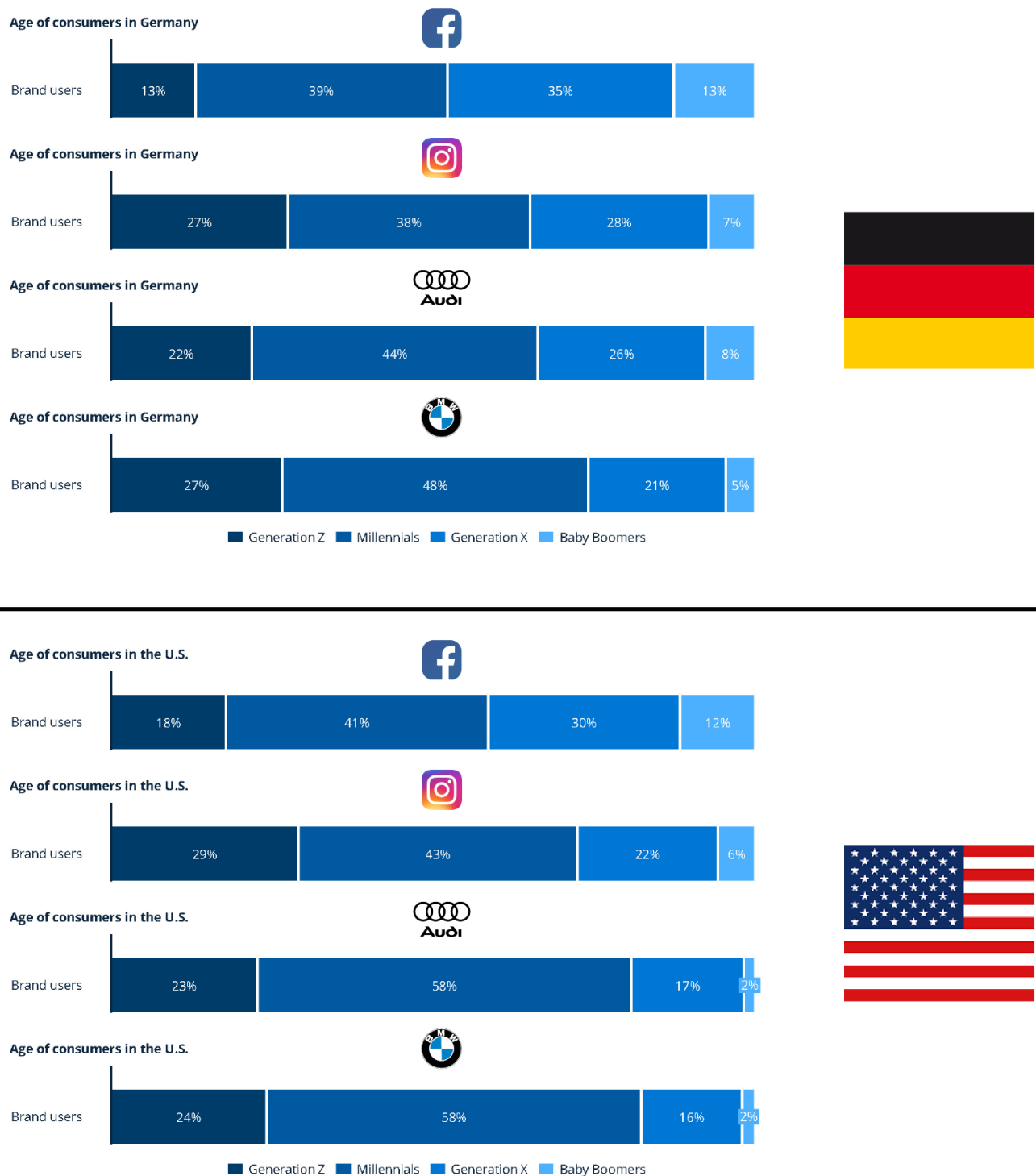


Figure 8: Users of Facebook, Instagram, Audi and BMW - modified based on Statista

German Market: Regarding Figure 8, in Germany the “Millennials” are the biggest part of Facebook (39%) and Instagram (38%) users such as also the majority of Audi’s (44%) and BMW’s (48%) brand users. This finding confirms the relevance for the two car manufacturers of the two channels Facebook and Instagram on the German market. Furthermore, BMW and

Instagram in Germany have the same percentage (27%) of “Generation Z” users and also Audi and Instagram having an overlap of the “Generation Z” users what makes it an interesting possibility to address the young target group which is going to grow to one of their main target groups. Additionally, Audi (26%) and Instagram (28%) have similar numbers in the case of „generation X“ users and Facebook offers an even bigger amount of „generation X“ users which could be an attractive possibility to reach these target groups in regard that more than a quarter of the brand users are covered with that channel. Also, BMW has with 21% almost a quarter which also makes it to an interesting target group.

US Market: Equally to the German market in America the “millennials” are also the biggest part of Facebook (41%) and Instagram (43%) users such as the majority of Audi’s (58%) and BMW’s (58%) brand users. This means that the largest user group is already widely covered. In addition, with a high number of “Generation Z” users Instagram (29%) also offers good opportunities for Audi (23%) and BMW (24%), which both have almost a quarter of “Generation Z” users, to reach them and bring them into contact with the brand from an early stage. Facebook (30%) and Instagram (22%) also offer additional opportunities for the two brands to reach their “Generation X” users. With regard to this information the two platforms are definitely important channels for Audi and BMW and further offering great possibilities to expand the targeting of actual brand user to other generations.

In conclusion the two channels Facebook and Instagram are perfectly fitting the existing brand users of Audi and BMW within the different markets and are additionally offering great possibilities to target other attractive users which could extend their current brand audience. The two platforms Facebook and Instagram are explained in more detail below.

Facebook and Instagram:

Facebook has 3.049 billion users, making it the largest social media platform in the world. Instagram comes in third place in the ranking of the most used social networks with 2 billion users.⁷² It started in 2004 at Harvard University in America, when Mark Zuckerberg founded Facebook. In 2006, Facebook was accessible to all users worldwide and rapidly increased its popularity in 2008/2009.⁷³ In 2012, Facebook bought Instagram, a content sharing platform that was developing extremely well at the time, and just one year later Facebook acquired the Atlas

⁷² We Are Social et. al (2024), Digital 2024

⁷³ Cf. Pahrman/Krupka (2020), p. 313

ad server from Microsoft, which enabled it to display advertising outside of Facebook and Instagram. In 2014, Facebook then bought the messaging service WhatsApp, which gave the company further reach and power to expand its offering with the most widely used messenger service. In 2021, Facebook became Meta Platforms Inc., which includes companies such as Facebook, Instagram and WhatsApp. The company also intends to focus more strongly on building a virtual world, also known as the metaverse, by integrating these platforms.⁷⁴

Anyone can create a profile on Facebook and Instagram and use it to publish, like, comment and share content, follow pages, join communities and thus network and exchange with other users.⁷⁵ In addition, it is possible for companies or public persons to create a business account that is publicly accessible for every user and has further analysis and creator tools. In contrast to a private Facebook account, a business account has likes and subscribers instead of friends. When liking a page, it is also subscribed to at the same time. Instagram only has one value for this, which is followers. Every user who clicks on "follow" on an Instagram page automatically becomes a follower. The aim for business accounts is usually to generate as many likes and subscribers or followers as possible, as this gives them a greater chance of reaching a large number of people. This is also important for influencers, as they are usually measured and paid based on their followers.⁷⁶ The difficulty lies in addressing users with unique content that offers added value in order to bind them to the company account for the long term, create virality and not lose users as followers.⁷⁷

In the context of this master's thesis, it is important to understand the basic structure of the posts, as different formal and content categories that represent the parameters of the posts are examined in sections 4 and 5. Facebook and Instagram provide various post formats such as photos, videos, stories, slideshows, carousels, which allows to create posts for different goals and purposes.⁷⁸ In this thesis, the post formats single image, multiple images (carousel post) and video/reel, which are published in the Facebook feed, are analyzed. The feed post of a single image and a post with multiple images differs only in the number of images. Posts with multiple images are referred to as feed post carousel or carousel post. On Facebook, the images in a post with multiple images appear next to each other or below each other, depending

⁷⁴ Cf. Lammenett (2021), p. 419

⁷⁵ Cf. Alhabash/Ma (2017), p. 2

⁷⁶ Cf. Kreutzer (2021), p. 36

⁷⁷ Cf. Van Looy (2022), p. 43ff

⁷⁸ Cf. Pilz (2022) p. 210

on the device. On Instagram, the Carousel posts can be swiped through. Moving images are defined by the terms video or reel, which are also used consecutively in this thesis for all videos. Videos can be posted in all formats, whereby the 9:16 portrait format is best suited for mobile devices, on which the two platforms are most frequently used.⁷⁹ This format fills the entire screen of the cell phone and therefore attracts the greatest possible attention. In addition, both platforms offer editing tools,⁸⁰ that can be used to edit the videos and add text or audio, for example.⁸¹

All three post formats have the same structure and are available on both platforms. They have a description text that can contain text, hashtags and emojis, tags and links. A location can also be marked in the post. The description text is used to enrich the post with further information. By incorporating hashtags, important keywords can be highlighted, which can give the post a greater reach. Hashtags help to categorize content and enable users to find posts on specific topics quickly and easily.⁸² Emojis, on the other hand, have no direct effect on reach, but can help to loosen up the description text and add descriptive information. Tags can be used to link to other accounts in the post. This allows the cooperation of a company with certain accounts to be communicated and users are forwarded directly to the other account. The result can be synergy effects, as followers of one account often also like or follow the other account.⁸³ The aim here is to find the most suitable cooperation partners for the respective company, considering the interests of the target group, in order to achieve the best possible results. Links enable users to access a landing page directly via the post, whereby the user can receive added value in the form of further information.⁸⁴ This is primarily possible on Facebook, as a link is displayed there. On Instagram, a link can also be integrated into the description text, but in this case the description text usually refers to a link in the biography of the company account, as Instagram links are not displayed as a link in the description text and are therefore not clickable. By adding a location, the post can be found by people searching for a specific location.⁸⁵

The Facebook Meta Business Suite enables page administrators to use various tools, perform analyses, generate leads, broadcast advertisements and manage the account in general.⁸⁶ The

⁷⁹ Cf. Facebook (2024), Help section - Requirements for Reels

⁸⁰ Cf. Facebook (2024), Help section – posting video

⁸¹ Cf. Instagram (2024), Instagram about – creating and sharing reels

⁸² Cf. Gabriel, et. al. (2017), p. 42

⁸³ Cf. Babka (2021), p. 226

⁸⁴ Cf. Decker (2022), p. 196

⁸⁵ Cf. Meta (2019)

⁸⁶ Cf. Facebook (2024)

included ad manager offers extensive possibilities to advertise posts to their organic reach and to broadcast them in a targeted manner through detailed targeting and budget planning.⁸⁷ The fact that Facebook has a lot of information about its users, such as interests, hobbies, dates and professions, means that posts can be targeted very accurately and specifically.⁸⁸ Additionally, the Instagram account can also be managed and overarching actions can be carried out for the Facebook and Instagram accounts, provided the accounts are linked.⁸⁹ Facebook and Instagram are using different algorithms that influence the display of content and only the most relevant posts are shown to the respective users. The algorithms analyze various indicators such as the number of likes, comments, shares of a post, time spent and other user specific parameters from which a forecast of relevance for the user is determined. In this way, the posts with the greatest match of interest are primarily displayed to the user. As Adam Mosseri, CEO of Instagram describes the user itself decides which content is relevant and going to be visible.⁹⁰ Page owners can also indirectly influence the engagement of posts, for example by including stimulating questions in the titles of posts that encourage users to comment. This gives the post a higher level of engagement, as a result of which the algorithm ranks the relevance for the respective user higher.⁹¹ The following section 2.1.4 metrics and analytics explains in more detail which key figures exist and what these key figures contain.

2.1.4 Metrics and Analytics

After introducing the two chosen channels Facebook and Instagram it is important to define, measure and analyze relevant KPI's.⁹² KPIs (key performance indicators) are considered to be business target-oriented key figures and represent ratios of measured values such as new followers or number of interactions.⁹³ The success of social media activities can be measured using these key performance indicators. The KPIs are derived from the company's objectives and are intended to reveal the contribution that social media makes to achieving the company's objectives.⁹⁴ KPIs can also be influenced by companies by buying followers, likes shares and

⁸⁷ Cf. Meta (2024)

⁸⁸ Cf. Pilz (2022), p. 209f

⁸⁹ Cf. Facebook (2024), Connect Instagram to page

⁹⁰ Cf. Mosseri (2024), How does the algorithm work?

⁹¹ Cf. Kreutzer (2021a), p.457f

⁹² Cf. Van Looy (2022), p. 53

⁹³ Cf. Pein (2014), p. 135 ff.

⁹⁴ Cf. Gabriel/Röhrs (2017), p. 205

comments, giving them a higher following, for example. However, this rarely makes sense, as the purchased KPIs mislead the analysis and measurement and the results are therefore no longer meaningful. In addition, it should be the goal for a company to have real followers, as these bring added value to the company, as opposed to purchased followers and KPIs.

The social media performance measuring tool "Fanpagekarma" is going to be used to analyze the listed social media data. Furthermore, to analyze the KPIs in section 5.3, an engagement analysis of the content category "topic of the post" is carried out in order to gain insights about which topics are most popular among users.

The focus is on the following KPIs⁹⁵, because they are the most common KPI's in Facebook and Instagram, can be accessed and evaluated publicly and provide information on relevant criteria. They are analyzed closer in relation to the respective channels in section 3 and 5:

Follower: Amount of people which follow the brand account

Number of posts: How many posts the brand account published in the analysis period

Posts per day: Average number of posts each day

Total reactions, comments & shares: Sum of public interactions (likes, reactions, comments, pins, shares, etc.) of all posts in the period

Number of likes: How many people like the post(s) of the brand account

Number of comments: How many comments has the post of the brand account

As the individual key figures are not very meaningful on their own, it is helpful to put these key figures in relation to each other. The following two key figures "Post interaction & engagement rate" are suitable for this purpose.⁹⁶

Post Interaction rate:⁹⁷ Average interactions on posts per follower per post → Quality of the posts

⁹⁵ Cf. Fanpagekarma (2024): Analyze-tool for Social-Media Posts

⁹⁶ Cf. Frick/Eyler-Werve, (2014), p. 104

⁹⁷ Cf. Bernsau (2024), p. 94f

Engagement rate:⁹⁸ Average interactions on posts per follower per day → effectivity of the channel

→ The post interaction and engagement rate show how successfully users are encouraged to interact. Both key figures are very similar with the difference that the average per post is used for the post interaction rate and the average per day for the engagement rate. Therefore, the engagement rate is positively influenced if an account posts more frequently, while the post interaction rate is not.

Calculating example: A channel has 2 Posts in 7 days, first post gets 50 likes (while channel has 100 follower), second post 75 likes (while channel has 150 follower).

Post interaction rate: $(50/100 + 75/150) / 2 \text{ (posts)} = 50\%$

Engagement rate: $(50/100 + 75/150) / 7 \text{ (days)} = 14,2\%$

Page performance index:⁹⁹ KPI that measures the performance of the channel based on engagement and growth (between 0 and 100%). The higher the value, the better the performance (helpful to compare with competitors).

Follower growth:¹⁰⁰ Percentage change in followers in the selected period

The key figures listed above serve as good criteria that can be used to compare the brands analyzed further on. A generalized statement as to which values of the respective key figures are considered good or bad is barely possible, as these depend on various parameters such as the selected channel, the industry of the companies and other factors and also changes due to the annual algorithm adjustments of Meta. However, both brands can be compared directly and conclusions can be drawn about the success of their social media activities.

⁹⁸ Cf. Fox (2022), p. 39f

⁹⁹ Cf. Fanpagekarma (2024): Analyze-tool for Social-Media Posts

¹⁰⁰ Cf. Decker (2022), p. 690f

2.2 International Marketing Strategy

The increasing globalization contributes to the fact that international businesses and the expansion of corporate activities are becoming more and more important for companies as they want to increase growth, competitiveness and foster their sustainable existence as a global player.¹⁰¹ Furthermore the globalization offers opportunities to increase the independence of a certain market and had a huge impact on the business environment over the last decades.¹⁰² The following statistics are giving some relevant numbers about that:

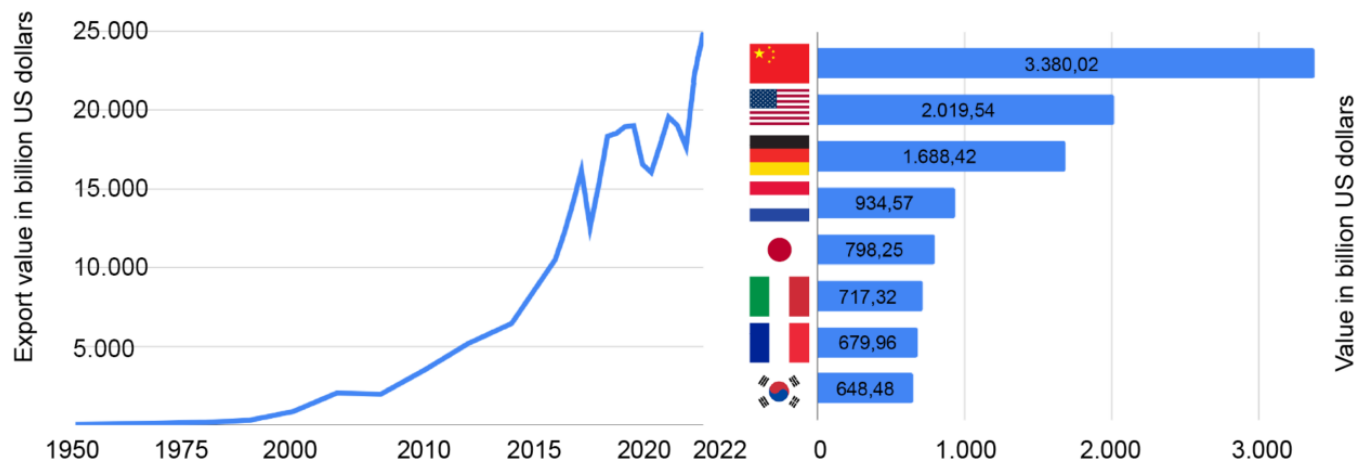


Figure 9: Global export from 1950 - 2022¹⁰³ and leading export countries worldwide 2023 - own illustration - based on UN and WTO¹⁰⁴

Figure 9 illustrates that the amount of global export value exhibited a notable increase from 1950 to 2022 reaching a historic high of 25 billion US dollars. There are a few regressions that can be traced back to crises but following an increasing trend the export goods have risen steadily over the years. On the right side of the figure the leading export countries are listed. China, the United States and Germany are registering the highest export values worldwide. This can be explained by the large number of internationally active companies. Surprisingly, Germany with 1.688.42 billion US dollars and the USA with 2.019.54 billion US dollars have similar values, making these two markets a good comparison.

¹⁰¹ Cf. Berndt/Fantapié Altobelli/Sander, (2023), p. 8

¹⁰² Cf. Mandler/Bartsch/Han (2020), p.1

¹⁰³ United Nations UN (2023), Trade and development statistics

¹⁰⁴ World Trade Organization WTO (2024), Export countries

Internationalization helps to achieve corporate goals and includes dynamic activities such as analysis, planning and control as well as cross-border and country-specific thinking and action to increase the overall success of the company.¹⁰⁵ This includes designing and planning measures to realize exchange processes between a company and its international markets. The importance of systematic and targeted international marketing increases the more the products offered and the markets focused outside the usual radius of action differ from the domestic approach.¹⁰⁶

To distinguish international marketing management from national marketing management “Wißmeier 1992” mentions the following characteristics:¹⁰⁷

- Handling at least two international markets
- Special importance of preparing decisions
- Difficulties in obtaining information
- Consideration of the company's overall context when making decisions and thus explicit consideration of the cross-boundary coordination of decisions
- More complex marketing decisions due to heterogeneity of country markets

As can be concluded from the points mentioned by Wißmeier, internationalization brings various difficulties and complexities that must be taken into account when expanding into other markets. In the following chapters, the topic of international marketing is examined in more detail.

¹⁰⁵ Cf. Swoboda/Schramm-Klein/Halaszovich, (2022), p. 32

¹⁰⁶ Cf. Berndt/Fantapié Altobelli/Sander (2023), p. 9

¹⁰⁷ Wißmeier (1992), p.47ff

2.2.1 Motives for Internationalization

This chapter provides more comprehensive information on the motives of companies that decide to internationalize. One of the main reasons is to sell products in additional markets and the possibility to gain additional revenues. Most of the companies are already generating high revenues in their domestic market and try to upscale their sales to further attractive markets. The before mentioned growth of exports on global markets combined with professional international marketing promoting the products therefore offers perfect possibilities to increase sales and grow to a global brand.¹⁰⁸ A global brand usually uses the same brand name and logo in all markets and shares the same values, positioning and corporate marketing in multiple regions of the world.¹⁰⁹ In addition, all corporate activities must be integrated into a holistic overall system.¹¹⁰ This helps to shape a unique image that articulates what the brand stands for and determines what people associate with it.

The majority of global companies align their marketing strategies closely related to the local circumstances instead of following a standardized approach. One reason for this is that the marketing strategy differs from country to country and should be managed from the local department or team of the respective country. This approach also results from the differences in language, cultures and traditions, preferences and income levels of the various markets, which requires customized individual marketing activities.¹¹¹ As conducted from Sands S. (1979) the differences between oversea-markets are even bigger and many U.S. companies employed their marketing with an unique solution for the respective country. Chapter 2.2.2 Segmentation, Targeting and Positioning will describe this in more detail.

Focusing on the motives for internationalization they can generally be divided into the following criteria mentioned by Macharzina & Wolf.¹¹²

- Sales-oriented, production-oriented and resource-oriented goals
- economic and non-economic goals and
- defensive versus offensive motives

¹⁰⁸ Cf. Berndt/Fantapié Altobelli/Sander, (2023), p. 8f

¹⁰⁹ Cf. Steenkamp (2017), p.3

¹¹⁰ Cf. Berndt/Fantapié Altobelli/Sander, (2023), p. 10

¹¹¹ Cf. Sands (1979), p. 118-121

¹¹² Macharzina/Wolf (2023), p. 930f

Sales-oriented motives help to maintain or strengthen the market position abroad, which can be achieved by selling specific quantities abroad. Other sales-oriented motives could be, for example, the expansion of a customer or supplier in order to be geographically closer to the respective production sites and thus benefit from just-in-time deliveries and optimize storage costs and performance. Production and resource-oriented objectives pursue the idea of being able to manufacture more effectively than domestically by outsourcing production abroad due to lower costs (wages, raw materials and resources, etc.) and thus gaining a competitive advantage.¹¹³

As briefly mentioned above, the economic objectives are concerned with the pursuit of profit, whereby on the one hand negative effects and developments in domestic economic cycles can be compensated for by foreign business. On the other hand, one objective is growth and securing the company's existence. In contrast to the economic objectives, the non-economic objectives focus on building image and prestige such as customer loyalty, whereby the expansion should in the end also bring financial benefits generated through brand awareness.¹¹⁴

Internationalization has a defensive character if the company decides to follow the same for reasons of expansion of competitors in order to prevent competitive disadvantages. In addition, the aim of defensive internationalization can be to stabilize the market position by establishing sales abroad. Offensive internationalization occurs when a company wants to benefit from competitive advantages in the form of qualitative or technological benefits and the expansion is undertaken specifically based on profit potential. Another objective may be to extend the life cycles of products.¹¹⁵

In addition to these motives another motive can be the country of origin (COO) effect. It proposes that in some cases the country of manufacturing is strongly considered by the recipients and can have a greater influence regarding the perception of the quality than the brand.¹¹⁶ One example for the country of origin is the automotive industry which is analyzed in this thesis. Possibly an American person which is planning to buy a car and has to decide between a car manufactured in Germany and a car manufactured in any other country has a

¹¹³ Cf. Berndt/Fantapié Altobelli/Sander (2023), p. 10f

¹¹⁴ Cf. Macharzina/Wolf (2023), p. 930f

¹¹⁵ Cf. Swoboda/Schramm-Klein/Halaszovich, (2022), p. 23f

¹¹⁶ Cf. Vianelli/Pegan (2014), p. 57f

stronger preference to buy the German car because the German car industry is known worldwide for its quality and engineering skills. This could be especially possible if the recipients' cognitive component lacks detailed information and links the COO image to the product to assess its quality. Summarized the COO can be an internationalization motive for a brand whose manufacturer status in combination with the COO promises image advantages and influences the thoughts and decisions of recipients regarding the product.¹¹⁷

2.2.2 Segmentation, Targeting, Positioning

Segmentation, targeting and positioning are essential in a solid marketing strategy and shaping a company's corporate success.¹¹⁸ The three components are very closely linked and are also known as STP. The assumption regarding STP is that people have different needs and respond to different drivers. So it is important to decide who to reach and to do so in a specific way rather than trying to reach everyone with the same approach.¹¹⁹

In the first step of the STP process the segmentation aims to segment the audience and divide the market into smaller units for example individual consumer groups, country groups, industries or individual countries. These groups should be meaningful and likely to respond in a similar way to marketing activities. Schlegelmilch mentions that the market segments must have six characteristics in order to provide effective segmentation. The segments should be measurable, substantial, accessible, actionable, differentiable and stable. Also the authors explains that there are various approaches to segmentation in the national and global marketing context, with the most relevant being geographic, demographic, psychographic, behavioral and benefit segmentation. In geographical segmentation, geographical subsets are formed by subdividing the world or a specific country market. Demographic segmentation is based on measurable and available consumer characteristics including gender, age, family status, education, income, religion, race or nationality. In B2B-marketing demographic measures could be company size, age, profitability such as the type of industry and used technology. In psychographic segmentation attitudes, opinions, interests, values and lifestyle is used to explain differences between consumer's behavior. This information is often more appropriate

¹¹⁷ Cf. Pegan/Vianelli/de Luca, (2020), p. 2

¹¹⁸ Cf. Schlegelmilch (2022), p. 130

¹¹⁹ Cf. Basil/Diaz-Meneses/Basil (2019), p. 27

than just using demographic segmentation. Behavioral segmentation discusses whether and how people buy and use a product. Benefit segmentation centers on the value or benefit that consumers are seeking to obtain. Appropriate segmentation has repeatedly proven to be a decisive factor for success in global markets and an important element of the international marketing strategy.¹²⁰

After evaluating the attractiveness of the segment and deciding which group or target should be addressed in the further process the company has to decide to whom they want to communicate (target audience). In order to achieve this, it is essential for the company to be aware of who will derive the greatest benefit from the organization's program, who will be interested in it, who can actually be addressed, and for whom it will be most beneficial to work with the company's product or service. Usually instead of trying to reach everyone it is more promising to focus on a specific group or groups and thus address them in a way that suits their preferences and needs. This saves resources and points out as more effective.¹²¹ Nevertheless in some cases it can also be useful to work with the so-called mass marketing or undifferentiated marketing approach to reach a whole market regardless of the differences in the market segments. This can reduce costs and enable a larger number of customers to be reached at the same time, although this type of targeting offers less individuality. It is important for the respective company to find the ideal way to proceed.¹²²

Given the literature of Hassan and Craft there were outlined three strategic targeting approaches companies can consider addressing the target audience.¹²³ By adopting the countries-as-segments strategy, every country becomes a distinct segment or various export countries are grouped together. This strategy has the advantage that secondary data is readily available at country level, but there is a possibility that the remaining country segments might face a lack of homogeneity in terms of customer preferences and needs. Another option is to use segments-within countries strategy where different customer groups are targeted in different country markets. The target group is addressed within the countries, but no attempt is made to achieve cross-country segmentation. When operating with a large number of countries in particular, it is important to ensure that this does not lead to increased costs and complexity. The third approach is to define global segments as target markets which means that

¹²⁰ Cf. Schlegelmilch (2022), p.131-139

¹²¹ Cf. Basil et. al (2019), p. 28f

¹²² Cf. Schlegelmilch (2022), p. 144f

¹²³ Cf. Hassan/Craft (2011), p. 79-83

comparable customer groups are identified across countries. This process can be costly and time-consuming and requires available operational resources but at the same time it might be advantageous to cover a certain segment in several countries that would be too small for the use in a single country. For companies that are active in a large number of markets, it is also possible to combine different strategies, for example a company may consider treating smaller countries as separate segments while developing customized approaches for larger global markets. In evaluating prospective target markets, it is essential to consider a number of key factors. Primarily, the size of the market segment in question must be taken into account, as well as the level of competition within that segment. Additionally, the potential for growth, the feasibility of achieving a defined target, and the compatibility with the company's objectives must be assessed.¹²⁴

Lastly the positioning describes the desired and planned position of a brand, product or service regarding the relevant dimensions for the target audience in comparison to their competitors. This should be designed in such a way that the company, brand, product or service stands out from the other offers available on the market to create a superior customer value.¹²⁵ However, the positioning defined by the company (target positioning), which is intended to anchor certain benefit dimensions in the customer's perception, may differ from the positioning perceived by the customer (actual positioning). This can be attributed to different competitive situations and differences in the market environment.¹²⁶ Companies often assume that their foreign customers are similar to the existing national segment, which can quickly end in failure. This approach ignores factors such as differences in usage, behavior and cultural aspects, which are essential for achieving successful communication with the target audience.¹²⁷ Consequently, internationally operating companies must determine whether they wish to adopt a country-specific or globally standardized positioning. Country-specific positioning usually is favorable in the consumer sector, whereas global positioning is generally used in high-tech markets.¹²⁸

In order to utilize positioning as an effective marketing tool, Schlegelmilch identifies three steps that need to be considered when selecting a suitable positioning strategy. The first step is to establish a frame, which means that the company has to define to the customer what he can

¹²⁴ Cf. Schlegelmilch (2022), p. 142f.

¹²⁵ Cf. Kreutzer (2021a), p. 663

¹²⁶ Cf. Swoboda/Schramm-Klein/Halaszovich (2022), p. 350f

¹²⁷ Cf. Magnani (2022), p. 28f

¹²⁸ Cf. Sauter (2001), p. 141 ff

achieve by using the brand or product. Second, the areas of parity must be clarified. The company has to emphasize to the target group why it is a credible player by providing convincing arguments. Finally, the most important action is that the company differentiate its products from the competition and creates a unique selling proposition to underline their individuality. This could be reached through associations with certain images, brand performance and consumer insights which are often used to drive differentiation. In cross-cultural contexts, not all differentiation strategies are equally effective. Yet, in product categories leaning towards either a high-touch or high-tech approach, consumers often use a universal language of metrics, images, and symbols that surpass cultural differences. This facilitates the possibility of implementing a standardized global positioning strategy.¹²⁹

¹²⁹ Cf. Schlegelmilch (2022), p. 154

3 Introduction of the Companies and Markets

In Chapter 3, the selected companies and markets are presented, which are analysed in the content analysis in Chapter 5. As explained in Chapter 2.1.3, the channels Facebook and Instagram have the highest usage figures in Germany and USA. Accordingly, the social media channels of the selected brands in these regions are examined. Both car manufacturers have a separate Facebook and Instagram profile for the respective market (Audi DE & Audi US; BMW DE & BMW US). In addition to the general main accounts, which do not focus on a specific market, the individual accounts take a closer look at country-specific legal, political and cultural circumstances and take these into account in their social media communication. Both brands and the automotive industry are examined in more detail below.

3.1 Audi and BMW

The two directly competing Bavarian premium car manufacturers Audi and BMW are examined in this thesis. There has been a historical rivalry between Audi and BMW, as they operate in the same market segment (premium segment), have a similar product range and as already explained in chapter 2.1.3, have very similar target groups. Both brands are further characterized by their design and aesthetics, their innovation leadership in various areas such as drive technology, connectivity and driver assistance systems and have a global presence thanks to their strong brand image. The following index numbers provide basic information about the key figures of Audi & BMW:¹³⁰

Audi 2023: Car deliveries: 1,9 million / Turnover 69,9 billion / Profit 6,3 billion.

BMW 2023: Car deliveries: 2,5 million / Turnover: 132,2 billion / Profit: 12,2 billion.

Both manufacturers have similar figures in terms of vehicle deliveries, BMW delivered approx. 600,000 cars (32%) more than Audi in 2023. When looking at turnover and profit, the differences are surprisingly higher, with BMW recording almost double the turnover and profit. According to this, BMW manages to sell its vehicles with better margins and generate lower production costs. Examining the balance sheet reveals that Audi subtracts 59 billion euros (84%) in manufacturing costs from 69.9 billion euros in sales, which is a significant amount. In contrast,

¹³⁰ Audi & BMW (2024), Annual report 2023

BMW's manufacturing costs amount to 83 billion euros (63%) on a turnover of 132.2 billion euros, which explains the differences in the balance sheet.

In the following, the respective brand is briefly described.

Audi AG

The company Audi was founded in 1909 and is one of the world's best-known car manufacturers with its headquarters in Ingolstadt. Today, the Bavarian engine manufacturer is a stock corporation and belongs to Volkswagen AG (Volkswagen Group). Audi, the brand that is identified by its four rings, has a lengthy history success that has been characterized by numerous achievements in motorsport (endurance racing and rallying) and a reputation for top-class engineering and outstanding technology. Audi produces a wide range of vehicles including all car segments such as saloons, estate cars, SUVs, roadsters, convertibles. The brand is characterized by high-quality workmanship, innovative technologies and elegant design. Audi's standard series is the A-series, which ranges from the A1 to the A8. There is also the Q series (SUVs), the TT series (roadsters), the R(8) series (super sports cars) and the relatively new E-Tron series (electric models). In the context of climate change and the growing demand for more climate-neutral vehicles, Audi invests a lot of time and money in the further expansion of its hybrid and electric vehicle product range. Within the various series, there are further distinctions such as S models and RS models, which are characterized by a sportier design and more powerful engines. The various series cover a wide range of customers. Smaller series such as the A1 or 1 series cover the target group of younger people, while higher A-series such as the A6 or 5 series are aiming at the older target group.¹³¹

Audi has a strong presence on social media and manages several country-specific accounts. These accounts are directed towards the various sales markets and are managed in the respective national language. All official accounts have a similar structure and are characterized by professional corporate content and captivating imagery. In some cases, individual accounts vary due to other models that are sold in this region.

¹³¹ Cf. Esch (2019), p. 237f

Analyzed Facebook accounts

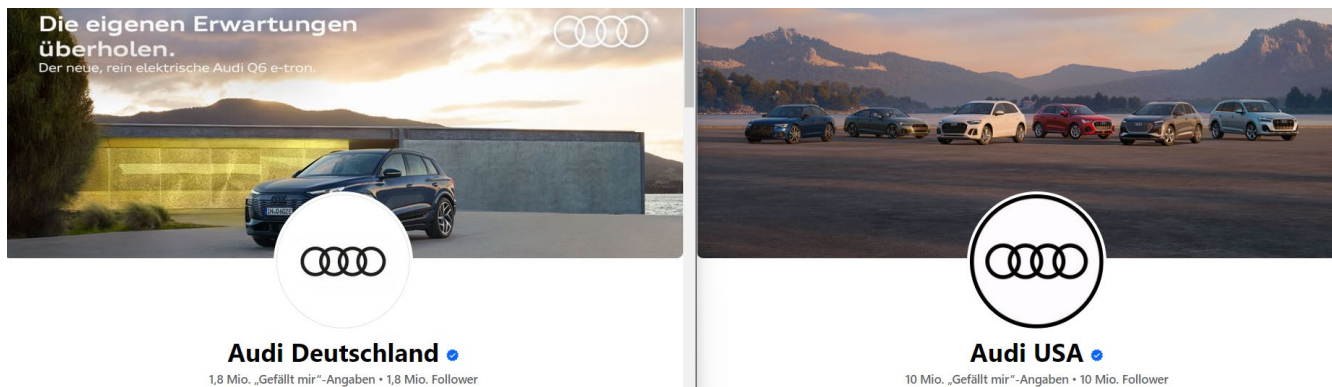


Figure 10: Audi Deutschland and Audi USA Facebook 22.04.2024¹³²

Audi Deutschland, 1,8 Mio. Likes/Followers, Date of accession: June 2009, approx. 11.000 posts.

Audi (Audi USA), 10,8 Mio. Likes/Followers, Date of accession: June 2009, approx. 3.500 posts.

It is noticeable that Audi USA has significantly more followers than Audi DE, which is partly explained by the higher population of America. Both accounts were launched on the same date. The Audi Deutschland account has much more posts than the Audi USA account which means that Audi Deutschland is more active in publishing posts.

Another remarkable feature is that the German Facebook follows more other accounts than the American account, indicating a more extensive network. While Audi USA only follows a few accounts (approx. 95), including brands, brand subsidiaries football teams, magazines celebrities. Audi_DE follows significantly more accounts (approx. 240), including many smaller influencers and content creators, TV Channels, brand subsidiaries, brands, celebrities, sport teams, movies, art pages. Regarding the published ads Audi Deutschland published about 1.400 ads while Audi USA published only about 430 ads.

¹³² Audi DE, Audi USA (2024), Facebook

Analyzed Instagram accounts:

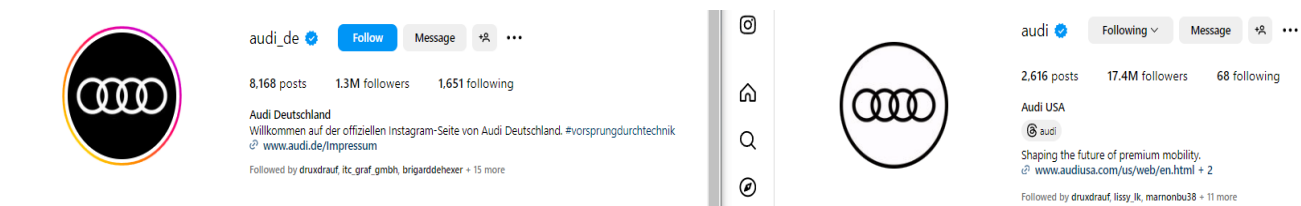


Figure 11: Audi Deutschland and Audi USA Instagram 22.04.2024¹³³

Audi_de (Audi Deutschland), 1,37 Mio. Followers, Date of accession: January 2014, approx. 8.200 posts.

Audi (Audi USA), 17,4 Mio. Followers, Date of accession: October 2011, approx. 2.600 posts.

Apparently, Audi USA has a significantly higher number of followers than Audi DE. This discrepancy can be attributed due to the higher population of America. However, although the American Audi account was launched earlier than the German Audi account, it has noticeably less posts. Whereas the German channel publishes significantly more content. Another remarkable feature is that the German Instagram account follows many more people and pages than the American one and is therefore more involved in networking. While Audi USA only follows a few accounts (approx. 70), including brands, football teams, celebrities. Audi_DE follows significantly more accounts (approx. 1.700), including many smaller influencers and content creators in addition to brands and celebrities. Regarding the published ads audi_de published about 1.400 ads while Audi USA published only about 430 ads. More detailed analyses are carried out in the main part of the thesis.

¹³³ Audi DE, Audi USA (2024), Instagram

BMW AG:

BMW was founded in 1916 and is one of the world's best-known automobile manufacturers with its headquarters in Munich. Like Audi, BMW is also a Bavarian car manufacturer and has the legal form of an AG (Bayrische Motoren Werke AG). In the beginning of its long history of success, BMW was specialized in the production of aircraft engines before the company focused on the production of cars and motorcycles after the Second World War. The brand BMW is very popular and is characterized by high-performance quality products with dynamic driving characteristics and sporty design. Like Audi, BMW is also an innovator of new and advanced technologies and is known for its long history and participation in racing (Formula 1, touring cars, endurance racing) as well as being represented in all passenger car segments. The passenger car BMW models start with the 1 Series and end with the 8 Series. There are also the "X models" (SUVs), "Z models" (roadsters) and the relatively new "i models" (electric). The latter "i-models" also focus on the reduction of CO2 emissions and the associated requirements for the production of climate-neutral vehicles. Within the individual models, there are additionally the M versions, which offer increased performance, more dynamic handling and a sportier design. With this variety of models a large target group is reached and a matching product can be offered for every user. In addition to vehicle production, BMW also offers services in other business areas, including financial services such as financing, insurance and leasing or mobility solutions such as car sharing.

BMW is also represented in the social networks with several country-specific accounts and is targeting different sales markets, which are addressed in the respective national language

Analyzed Facebook Accounts:

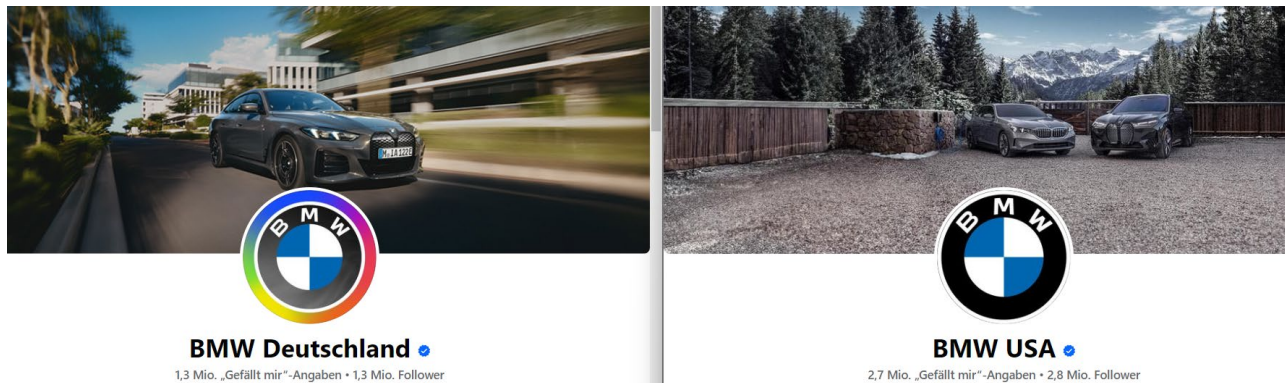


Figure 12: BMW Deutschland and BMW USA Facebook 22.04.2024¹³⁴

BMW Deutschland, 1,3 Mio. Likes/Followers, Date of accession: Oktober 2009, approx. 5.900 posts.

BMW USA, 2,7 Mio. Likes/Followers, Date of accession: February 2010, approx. 3.700 posts.

BMW USA has more followers than BMW DE, which is explained by the higher population of America. The German BMW account was launched 5 months before the American BMW account. With around 5,000 posts, BMW Germany is more active in publishing content than BMW USA with around 3,500 posts.

Another remarkable feature is that the German Facebook account likes and follows no other pages or accounts. The American account follows only a few accounts (approx. 18), including brand subsidiaries, sport pages, one movie-account and a news publication account. BMW Deutschland published about 2.800 ads while BMW USA published more with around 3.900 ads.

¹³⁴ BMW DE, BMW USA (2024), Facebook

Analyzed Instagram Accounts:



Figure 13: BMW Deutschland and BMW USA Instagram 22.04.2024¹³⁵

Bmwdeutschland, 284.000 Followers, Date of accession: March 2018, approx. 1.200 posts.

Bmwusa, 4,6 Mio. Followers, Date of accession: January 2012, approx. 2.700 posts.

Like on Facebook it is noticeable that BMW USA has significantly more followers than BMW Deutschland, which can be explained by the higher population of America. The American BMW account which was launched 6 years earlier has also more posts than the German BMW account. Another remarkable feature is that the American Instagram account follows many more people and pages than the German one what indicates a more intense networking. While BMW Deutschland only follows a few accounts (approx. 14), belonging to brand subsidiaries, BMW USA follows significantly more accounts (approx. 330), including private persons, artists, sports categories, celebrities, smaller influencers and content creators in addition to brand subsidiaries. Bmwdeutschland published about 2.800 ads while Audi USA published more with around 3.900 ads. More detailed analyses are carried out in the main part of the paper.

Comparison and summary

When comparing German and American Facebook pages, Audi has substantially more followers than BMW. Audi's American account has almost four times as more followers as BMW's American account. In general, the American accounts have many followers. With regard to the date of creation, all accounts were founded at a similar time. The two Audi accounts DE and US have been created first in June 2009, followed by the German BMW account in October and the American BMW account in February 2010. The German Audi account has the highest number of posts with 11,000, while BMW Germany has only posted about half as many posts. The two American Facebook accounts of Audi and BMW have roughly the same number of posts with 3,500 (Audi) and 3,700 (BMW). It is noticeable that the German brand accounts have

¹³⁵ BMW DE, BMW USA (2024), Instagram

a much more frequent posting interval. Another very interesting finding is that BMW in comparison to Audi likes and follows only a few to zero pages or channels, while Audi clearly follows more accounts (Audi DE approx. 95 / Audi USA approx. 240 accounts).

There are also major differences in terms of Facebook ads. While Audi DE places approx. 1,400 ads and Audi USA approx. 430 ads, BMW DE published twice as many ads as Audi DE with 2,800 ads and BMW USA with 3,900 almost ten times as many ads as Audi USA. BMW generally places significantly more ads, with the majority being placed in America, while Audi places most of its ads in Germany and only a few in America.

On Instagram it can be seen that Audi has significantly more followers than BMW in a comparison between the German and American accounts on Instagram. Audi's American account in particular has almost four times as many followers as BMW's American account. In general, the American accounts have more followers. The German BMW Instagram account is the smallest account with only 284,000 followers. With regard to the date of creation, all accounts were founded at different times, in contrast to Facebook. The two American accounts were founded first, Audi USA in 2011 and BMW USA in 2012. Audi Germany was founded in 2014 and the German BMW account was founded very late in 2018, which can be inferred from the low number of followers. It is noteworthy that the German BMW account was founded 6 years after the American account, although BMW is a German brand and the German BMW Facebook account was founded before the American account. The German Audi account has the highest number of posts with around 8,800, while BMW Germany has only published around 1,200 posts. The two American Instagram accounts of Audi and BMW have the same number of posts with 2,700.

The German Audi account has a significantly more frequent posting interval than the other channels. At BMW it is the other way around and the German Instagram channel has a lower posting interval and the fewest posts. Another interesting finding is that the German Audi account follows many different other accounts (approx. 1700) while the German BMW account only follows 14 other accounts. On the other hand, the American BMW account (approx. 330) follows more channels than the American Audi account (approx. 70). It seems like Audi is more into networking with different stakeholders. There are also major differences in terms of Instagram ads. While Audi DE places approx. 1,400 ads and Audi USA approx. 430 ads, BMW

DE published twice as many ads as Audi DE with 2,800 ads and BMW USA with 3.900 almost ten times as many ads as Audi USA.

3.2 Industry Car Manufacturer

The automotive industry is in high demand worldwide due to various factors. Mobility is playing an increasingly important role for more and more people, as it enables people to get from one point to another efficiently and conveniently. For people who do not live in large cities and therefore have fewer opportunities to reach their destination by public transport, as well as for companies whose employees need to travel flexibly and independently in the field this is inevitable (sales staff, service technicians).

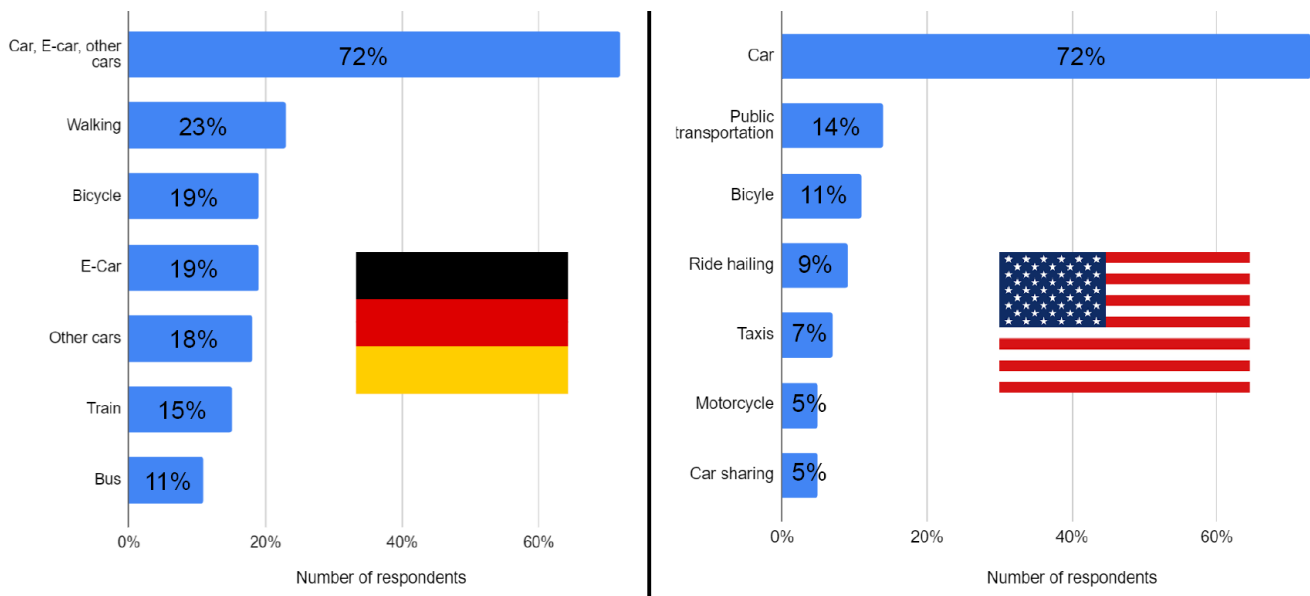


Figure 14: Most used means of transportation in Germany¹³⁶ and USA¹³⁷ - modified based on HUK / Statista

Figure 14 shows that the car is still the most popular means of transportation in Germany and America, as confirmed by over 70% of respondents. The following categories are by far not as popular as the car. In Germany, the second most frequently used means of transportation in 2023 is walking at 23%, followed by cycling, which was cited by 19% of respondents in 2023. In America, public transport is the second most frequently used mode of transportation at around 13%, followed by the bicycle, which was cited by around 11% of respondents. This means that the car is clearly the most frequently used means of transportation in both countries.

¹³⁶ HUK-Coburg (2024), Mobilitätsstudie 2023

¹³⁷ Statista (2023), Statista Consumer Insights

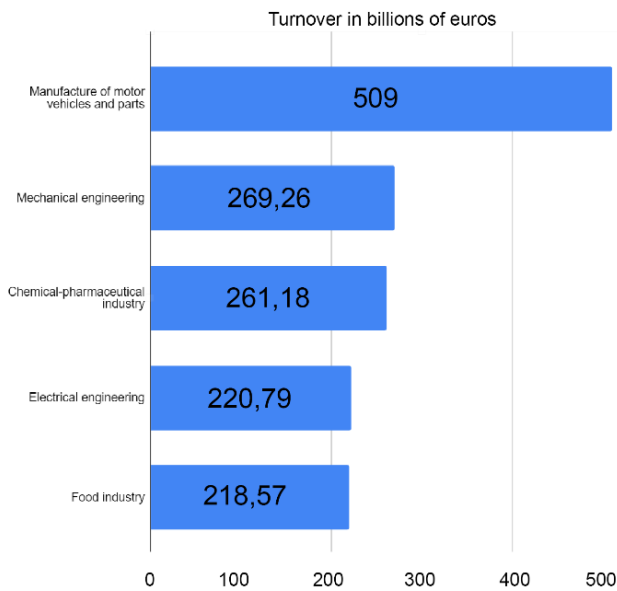


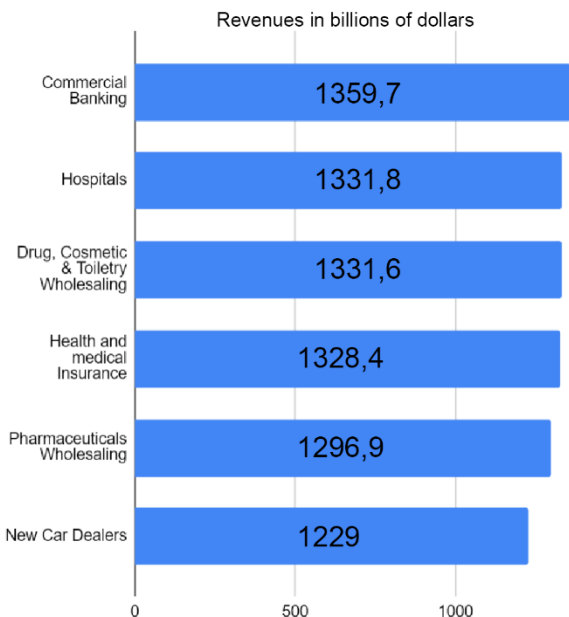
Figure 15: Most important industry sectors in Germany - modified based on Verband der chemischen Industrie e.V.

In addition, the automotive sector is one of the largest industries in the world. It makes a major contribution to the global economy and creates millions of jobs. The existing infrastructure is also well developed in most countries worldwide and offers numerous roads, maintenance garages and petrol such as electric stations that will ensure the continued relevance of cars in the future.

The automotive industry is the leading industry in Germany (509 billion turnover in 2022) and German car brands are in high demand globally.

Figure 15 shows that this sector is the unrivaled leader in German industry.¹³⁸ With a turnover of 509 billion euros, has almost twice as much turnover as the second strongest sector, "mechanical engineering".

In contrast to Germany, America is not primarily known for its automotive sector, nevertheless this sector also has a considerable share in the USA. As illustrated in Figure 16 the car



manufacturing sector only ranks 6th in the ranking of the largest industries by turnover in America.¹³⁹ However, the first 6 sectors are close in terms of sums and the automotive sector, at 1,229 billion US dollars, has a similar value to the leading sectors listed above it. Accordingly, the automotive industry can also be categorized as an attractive sector in America and is therefore a significant subject for the following analysis. However, it must be examined how meaningful a direct comparison as equivalent sectors is, as both statistics combine

Figure 16: Biggest Industries by revenue in the US - modified based on IBIS World

¹³⁸ Verband der Chemischen Industrie e.V. (2023), Chemiewirtschaft in Zahlen, p.44ff

¹³⁹ IBIS World (2024)

different categories into one sector. This influences the comparison of both markets and sectors.

In addition, the automotive industry is currently undergoing a structural change that is confronting companies with new challenges due to the transition to increasing electromobility and the committed goal to reach NetZero until 2050.

These factors characterize the sector as a highly interesting and relevant area of analysis.

3.3 German and US Market

Deliveries of vehicles in 2023		
Europe total	754.549	943.000
Germany	253.920	272.600
China	732.893	826.300
USA	235.178	397.300
Worldwide	1.918.912	2.554.200

When selecting the markets to be analyzed, the global sales of the selected brands were analyzed first. The aim was to identify two markets that had similar sales figures and were therefore comparable. The annual reports of Audi & BMW provided exact figures:

Figure 17: Delivered vehicles Audi and BMW2023 - own illustration based on Audi and BMW

As can be seen in Figure 17 , the two car manufacturers have similar sales figures overall, with Audi ¹⁴⁰ delivering 1,918,912 million vehicles worldwide and BMW 2,554,200 vehicles (as of 2023).¹⁴¹ A closer look at vehicle deliveries in the German and American markets also reveals similarities. Audi delivers roughly the same number of vehicles in America (235,178) as in Germany (253,920). In contrast, BMW's American market (397,300) is even slightly larger than the German market (272,600). Overall, the two car manufacturers report similar figures, which justifies a comparison of the two brands on the two markets. Another alternative would have been to compare the European and Asian markets, as they also show similar delivery figures. However, this is not possible in the context of this thesis, as there are language barriers in the Asian market in particular and it would also not be possible to analyze the two markets directly, as the brands do not have accounts for the continents, but only for individual countries. Furthermore, it is very difficult to obtain up-to-date and reliable information about the Asian market. This thesis therefore focuses on the two markets Germany and USA.

¹⁴⁰ Audi (2024), Annual Report 2023, p. 36

¹⁴¹ BMW (2024), Annual Report 2023, p.68

4 Methodology

4.1 Description of Methodological Approach

After considering the topic-specific theoretical basics in Chapter 2 and the analysis of the subjects of investigation in chapter 3, the methodological part aims to determine significant insights through empirical investigations and thus provide the basis for answering the research question.

Two approaches were selected for this purpose. First, a content analysis is carried out, which analyzes the various contributions of the car manufacturers Audi and BMW and classifies them into different categories. This includes a closer examination of the content of the posts, which constitutes the main part of the analysis. In addition, the most relevant social media key figures are analyzed, which provides more detailed information on the performance of the posts.

There are already some seminar papers that deal with content analyses of companies and brands on the national market, but in the international field the subject area is still much more undiscovered and thus offers interesting opportunities to contribute new knowledge to the existing state of research. Moreover, content analysis of images compared to verbal content can only be found in negligible numbers.¹⁴²

In the following, various definitions of content analysis are examined and compared and the methodological approach is explained. Furthermore, the objectives are discussed and the material to be analyzed is presented for which the categories and their characteristics are then created. In chapter 5, the content analysis is then carried out, considering the theoretical principles developed in chapter 4.

¹⁴² Cf. Rössler (2010), p. 68

4.2 Basis of the Content Analysis

This thesis focuses on a media content analysis. Several messages from comparable users are examined for existing tendencies and patterns. The result is not derived from the individual interpretation of a single media message, but rather from the systematic analysis of numerous media messages. Accordingly, this approach cannot consider every single object in detail. The aim is therefore not to achieve as comprehensive an understanding of the respective object as possible. Rather, the key trends should be identified to enable more general statements to be made.¹⁴³ The method was chosen because it is very widespread in science and allows large amounts of data to be analyzed in a standardized way. In the context of this thesis, it can be used as an adequate method to analyze numerous social media posts. Furthermore, it is possible to process questions appropriately and to obtain reliable findings that go beyond personal media monitoring.¹⁴⁴

To achieve this, the material under investigation is coded using a codebook. A codebook is the set of rules and thus the core of every content analysis study. It is used by the coders, which are the people who carry out the coding. Codes are used to assign information relevant to the research question to different numerical values, which are then statistically evaluated. These codes are recorded in code sheets. In order to assign formal and content-related categories to the research material, categories are created in which the intended codes are their characteristics.¹⁴⁵ All categories created and used form the category system.

In general, a distinction is made in content analysis between quantitative/standardized and qualitative/non-standardized approaches. Quantitative/standardized methods are primarily concerned with reducing complexity. A series of important criteria is defined before the investigation, which is used to examine the material. Interpretative methods (qualitative), on the other hand, only develop their statements from the material.¹⁴⁶ Here it is important to observe criteria such as validity, reliability and objectivity so that several researchers reach the same results in the analysis and reproducibility is guaranteed.¹⁴⁷ In the following, the process cannot

¹⁴³ Cf. Rössler (2010), p. 18

¹⁴⁴ Cf. Rössler (2010), p. 14f

¹⁴⁵ Cf. Rössler (2010), p. 21f

¹⁴⁶ Cf. Rössler (2010), p. 18f

¹⁴⁷ Cf. Mayring (2015), p. 53

be limited to a single method (qualitative or quantitative), as both methods can be used in combination with each other and complement each other.

Various definitions of content analysis can be found in the literature, which differ in certain respects and are discussed below.

Bernard Berelson (1952):

„Content analysis is a research technique for objective, systematic and quantitative description of the manifest content of communication”¹⁴⁸.

In this definition, content analysis is seen as a pure research technique and the author addresses various factors such as its objectivity, systematics, quantitative description and obviously visible content. Accordingly, the analysis takes place without subjective interpretation and be carried out within a clear, predefined framework. The definition also requires that, in addition to the purely qualitative description, the content analysis also records certain measurable quantitative data and is based on publicly visible communication content in order to deliver comprehensible results.

Werner Früh (2015):

„Die Inhaltsanalyse ist eine empirische Methode zur systematischen, intersubjektiv nachvollziehbaren Beschreibung inhaltlicher und formeller Merkmale von Mitteilungen, meist mit dem Ziel einer darauf gestützten interpretativen Inferenz auf mitteilungsexterne Sachverhalte.“¹⁴⁹

In contrast to Berelson, Früh does not define content analysis as a research technique, but as an "empirical method" and does not differentiate between qualitative and quantitative analysis. This is particularly important with regard to this thesis, as content analysis should not be considered purely quantitatively and should therefore also allow a more flexible approach through its integrative approach.

As this thesis analyzes the characteristics of the text (title, contribution text, interactions, etc.), the associated images and videos are also analyzed and evaluated in the context of the text.¹⁵⁰ As has been observed in impact research, images also have a far-reaching effect on the

¹⁴⁸ Berelson (1952), p. 18

¹⁴⁹ Früh (2015), p. 29

¹⁵⁰ Cf. Theobald/Neundorfer (2010), p. 149f

recipient and are therefore of great importance in the media. They shape the everyday perceptions of viewers through key stimuli, create emotions and reduce complexity. However, images also pose an additional challenge for the coder, as they must first be converted into language in order to be comparable ¹⁵¹.

Selection unit, analysis unit & coding unit

The selection unit describes the elements selectively chosen from the totality of available material, while the unit of analysis contains all elements of the selection unit that are classified and examined during the content analysis. ¹⁵²

The investigation material should be determined in such a way that the findings are based on a comprehensive selection of materials. This increases reliability, but nevertheless should be chosen in such a way that unnecessary complexity avoided and the result only changes in the per mille range. ¹⁵³ The selection unit has different stages that assist to narrow down the material. One of these stages is the time period, which was chosen for this thesis from 22.01.2024 to 22.04.2024 (10:00 am). The next step is to determine the geographical scope. This is restricted to the countries Germany and America. In this thesis, the media category is "online marketing" and the media outlet is "social media", whereby the focus is on the two social media channels Facebook and Instagram. ¹⁵⁴

The analysis unit of the content analysis are Facebook and Instagram posts of the car manufacturers Audi and BMW in Germany and America. The level of detail of the evaluations is determined by the degree of resolution of the unit of analysis. ¹⁵⁵ The selection of brands as well as information about the companies and their markets have already been explained in more detail in section 3. As Facebook and Instagram use different post formats, standard posts (image and video) are analyzed on Facebook and feed posts and reels on Instagram. In the case of standard posts and feed posts on Instagram with more than one image (carousel post), only the first main image is analyzed, as this is sure to be seen by the recipient and the other images may not be viewed or skipped. In the case of the Facebooks post with several pictures only the biggest one(s) are analyzed as they get the biggest focus. Further the analysis only

¹⁵¹ Cf. Rössler (2010), p. 86

¹⁵² Cf. Hutter (2019), p. 6

¹⁵³ Cf. Rössler (2010), p. 53

¹⁵⁴ Cf. Rössler (2010), p. 55ff

¹⁵⁵ Cf. Rössler (2010), p. 76

takes posts into consideration which are posted by the brand itself (e.g. no cooperation posts in which the superordinate company account or other accounts with a lot more followers mentions the respective sub-account). This means that the performance can be clearly assigned to the account in question and is not influenced by external factors, as this could falsify the results. Consequently, the category “Creator” is eliminated. In addition, only posts that are visible in the feed are analyzed. Other posts that have been hidden from the feed by the brand are not taken into account since this facilitates traceability.

As the social media channels and posts are only a snapshot at the time of observation and the various parameters such as likes or comments can be changed or even deleted day by day, the content needs to be archived. This also ensures the access to the content at a later point in time.¹⁵⁶

In the coding unit, the aspects of the media material that are relevant for answering the research question are named and addressed by categories.¹⁵⁷ A distinction can be made between formal and content-related coding units. Formal coding units are the basic and physically obvious facts that can be determined by measuring, transcribing or counting (length of the contribution, scope, publication or broadcast date, placement). These are unambiguous so that no conclusion by the coder is required¹⁵⁸. In contrast to the formal categories, the content categories require the coder to classify features by inference (interpretation of images)¹⁵⁹. Quantitative aspects can also be included, such as evaluating the frequency of the various categories in order to draw conclusions about relevance and significance.¹⁶⁰ The categories are formed according to the inductive method, i.e. the categories are formed in the process of deriving the material.¹⁶¹

¹⁵⁶ Cf. Rössler (2010), p.71

¹⁵⁷ Cf. Mayring (2015), p. 51f

¹⁵⁸ Cf. Rössler (2010), p. 44ff

¹⁵⁹ Cf. Rössler (2017/0), p. 44ff

¹⁶⁰ Cf. Mayring (2015), p. 53

¹⁶¹ Cf. Mayring (2015), p.85

4.3 Categories and Reliability

Before the coding process is carried out, the reliability of the codebook shall be confirmed. This includes checking whether all required categories are included, additional categories need to be added or existing categories need to be changed.¹⁶² This is done in the form of a pre-test. In the following, 10% of the posts were tested in the form of a pre-test and the reliability coefficient was calculated. In total, all accounts analyzed add up to a total of 476 posts:

Audi DE Facebook: 116	Audi DE Instagram: 115
Audi USA Facebook: 34	Audi USA Instagram: 38
BMW DE Facebook: 61	BMW DE Instagram: 64
BMW USA Facebook: 18	BMW USA Instagram: 30

In the course of the pre-test, every 10th contribution was analyzed. The first coding took place on 06.05.2024, the second coding on 08.05.2024. After the pre-test, the following changes were made to the codebook:

Formal criteria

The "Product tags" category has been removed, as new cars need to be configured and therefore cannot be linked as a finished product. The "Amount of comment interactions" category has also been removed, as this is too time-consuming to count for posts with several thousand comments. However, the comment behavior of the brands is generally addressed. "4 Several elements (song, speaker, sound effects etc.)" was added to the "Video sound" category, as several sound elements were combined in many videos. "5 Sound effects" has been added to the "Video sound" category.

Content categories

The category "Topic of the post" was created as a separate category. The combination of topic of the post together with model/type, vehicle timeline and vehicle category causes problems when evaluating, as there are too many elements in the code and these cannot be evaluated later. For this reason, the characteristics "Model/type", "Vehicle timeline" and "Vehicle category" were also created as individual categories to make them easier to evaluate later. "8 several

¹⁶² Cf. Rössler (2017), p.18

models" and "9 No information" were added to the category "Model/Type". "50 Several vehicles with different timeline" and "60 No information/vehicle" have been added to the "Production time" category. "400 several categories" and "500 No information / no vehicle" have been added to the "Vehicle category" category. These changes were made partly because videos often show several vehicles at the same time. The category "Version" has been added, as this was previously included in Model/type but must be evaluated as a separate category in order to go straight to the model in the "Model/type" category and evaluate in "Version" whether it is a normal vehicle (N: Normal version) or a high performance vehicle (S: High performance version (RS/M)). "1500 Sustainability", "1700 No information" and "1230 Sport event" have been added to the "Topic of the post" category. "1600 Accessory" has also been added, as this is required for additional accessories such as bike racks, rims, floor mats, etc. "60 Past event" has been added to the "Actuality" category. "170 Other", "180 Several motifs" and "190 Vehicle and animal" have been added to the "Motif" category. In the "Colors" category, "330 Black-white or sepia" has been removed as this category did not appear. "450 Other / different ambiente / no information" has been added to the "Ambience" category. This was necessary, as different ambiances are shown in videos in particular or it is not clear where the scene takes place in detailed shots. "3 Vehicle parked and in movement" was added to the "State/condition" category, as both states often occur in videos. Likewise, "4 No information" has been added, as it is sometimes not possible to determine whether the object is stationary or in motion in detailed shots. "~ = many persons, not countable" has been added to the "Number of actors/persons" category, as there are sometimes many people in videos who cannot be counted quickly. F/M: Female and Male" has been added to the category "Gender of actors/persons". "650 Athlete(s)", "660 Content creator", "670 Several tags" and "other tags" have been added to the "Tags" category. To the category "Context" "540 Sustainability context" and "550 Historical Context" have been added. Minor changes to the titles are not listed.

In addition, the intracoder reliability is determined during the pretest. The reliability of the coding is tested if a coder codes the same test material at different times. After this process, a comparison is made to monitor whether the results of the two measurements differ. This guarantees the quality and reproducibility of the results from different coders with the same instrument.¹⁶³

¹⁶³ Cf. Rössler (2017), p. 207

The reliability coefficient is determined using Holsti's coding agreement: ¹⁶⁴

$$CR = 2 * CÜ / (CA + CB)$$

CR = Reliability coefficient of the coding

CÜ = Number of matching codings

CA = Number of codes from encoder A

CB = Number of codes from encoder B

For the results of the reliability coefficient, numerical values between zero and one are calculated, whereby the scale range determines the degree of agreement of the coding. The closer the value is to zero, the lower the agreement; the closer the value is to one, the higher the agreement.¹⁶⁵ For formal criteria, the tolerance range of plus/minus 2 percent is lower than for content-related criteria, as only minimal deviations may occur in pure counting. Accordingly, the results should have a coefficient close to 1. For the content criteria, on the other hand, values above 80% are recommended.¹⁶⁶

¹⁶⁴ Rössler (2017), p. 212

¹⁶⁵ Cf. Rössler (2017), p. 212-215

¹⁶⁶ Cf. Rössler (2017) p. 209

Formal categories	Reliability coefficient
Coder	1,00
Medium	1,00
Brand account	1,00
Type of content	1,00
Post-Link	1,00
Post Number	1,00
Amount of likes	1,00
Amount of comments	1,00
Amount Reaktions, Comments, Shares	1,00
Interaction Rate	1,00
Engagement Rate	1,00
Analysis date	1,00
Publication date	1,00
Tagged location	1,00
Text included in the picture	0,98
Length of posts descriptontext	0,92
Used emojis	0,94
Number of hashtags used	1,00
Hashtags	1,00
Video length	1,00
Number of reel views	1,00
Video sound	0,96
Total	0,99
Content categories	Reliability coefficient
Model/type	0,98
Version	1,00
Production time	0,96
Vehicle category	1,00
Topic of the post	0,83
Purpose of the post	0,88
Actuality	0,92
Motif	0,85
Product focus	0,75
Colors	0,98
Ambiente	0,92
State/condition	0,98
Number of actors / persons	0,98
Gender of actors/persons	1,00
Context	0,94
Tags	0,92
Influencer/Cooperators	1,00
Amount of follower of tagged entity	0,96
Total	0,94

Figure 18: Reliability coefficient

Figure 18 shows that the formal categories achieved an overall reliability of 0.99, i.e. 99%, which indicates a very high level of agreement. There were three exceptions where the values exceeded the tolerance range of 2%. These were the categories "Length of posts decriptiontext", "Used emojis" and "Videosound". During the test, it was found that the wrong number was counted and documented for the first two categories in the first pretest run. In the "Video sound" category, as previously explained, further characteristics with more specific options were added, to determine more precisely which characteristic is the correct one.

A reliability of 0.94, i.e. 94%, was calculated for the content criteria, which also ensures a very high level of agreement. As with the formal criteria and those listed above, additional characteristics were also added to optimize the accuracy of the results. In summary, it can be stated that the reliability is given and is classified as very strong.¹⁶⁷

¹⁶⁷ Cf. Rössler (2017), p. 214-215

5 Conducting and Analyzing

The following section analyzes the data obtained from the content analysis. The different formal and content categories are visualized and compared with each other in the form of diagrams and tables. Conclusions are then drawn regarding the practices of the car brands. The sample comprises a total of 476 posts published by Audi and BMW on Facebook and Instagram in the German and US markets in the period from 22/01/2024 to 22/04/2024. The formal and content-related criteria are discussed in more detail below.

5.1 Formal Categories

Before starting with the formal categories from the codebook, the general parameters "Follower growth", "Number of posts" and "Posts per day" are analyzed. These parameters were evaluated using the social media analysis tool Fanpagekarma and provide a basic overview and initial indications of the respective social media performance of the brands and their accounts.

Follower Growth

This key figure indicates how many followers the accounts have gained or lost in the last 3 months and thus provides indirect information about the success of the respective strategies of the various accounts. It is noticeable that the Facebook accounts analyzed all recorded a decline in followers, whereas Instagram recorded growth for all accounts. The German Audi Facebook account measured the highest percentage decline in followers at -0.35%, followed by the German BMW Facebook account. This indicates that the German community of both brands on Facebook is declining. The American BMW Facebook account recorded only a minimal decline in followers of -0.07%. A direct comparison on Instagram shows that the BMW accounts recorded significantly higher growth rates of 4.3% and 2.2%. The German BMW account in particular shows especially high percentage growth (4.3%). This may be partly due to the fact that the account was set up very late and still has very few followers compared to the other accounts, which are now gradually catching up. Audi's two Instagram accounts, on the other hand, only recorded growth of around 1%.

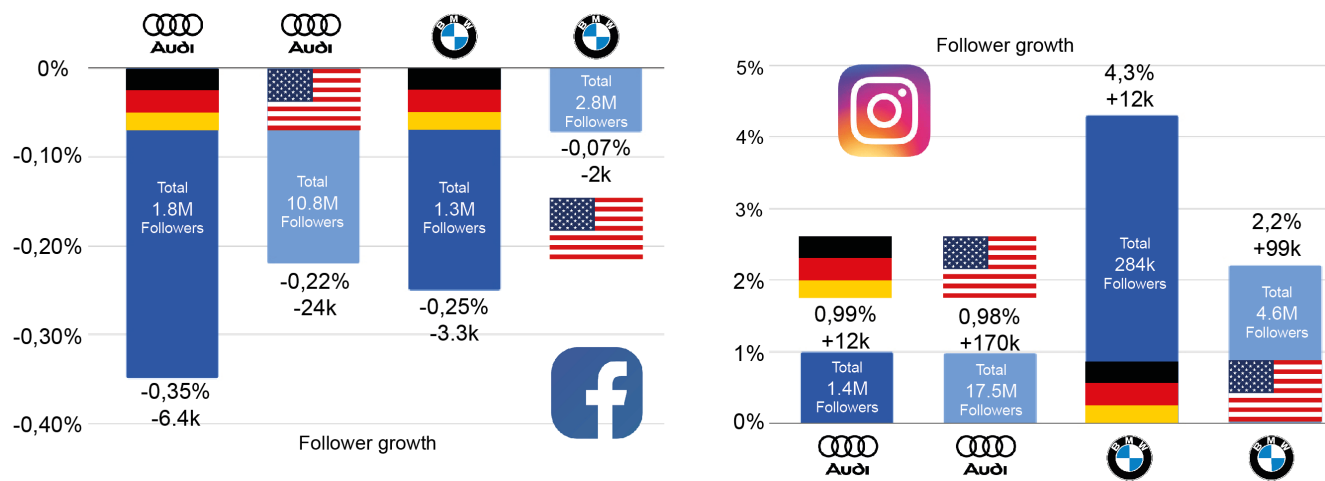


Figure 19: Follower growth Audi and BMW on FB and IG – own illustration

In conclusion Audi recorded higher overall declines on Facebook and lower growth on Instagram than BMW, which is an initial indication of a more successful social media strategy on the part of BMW. However, Audi also has significantly more followers than BMW, which is why growth with this high number is no longer as high as with accounts with a lower number of followers.

Amount of Posts

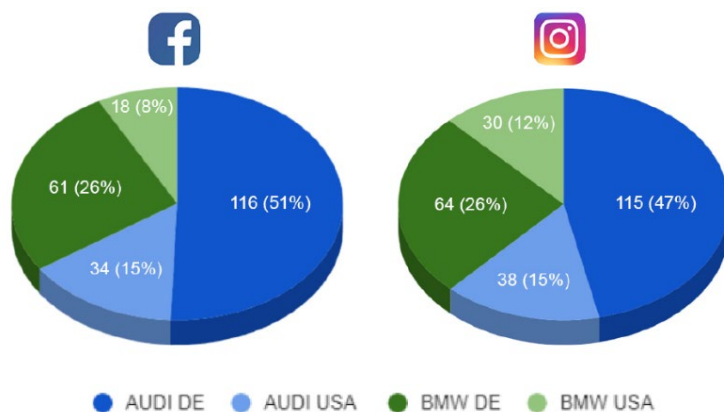


Figure 20: Amount of posts Audi and BMW on FB and IG – own illustration

The statistics of posted contributions provide information about the frequency of contributions and the frequency of the contribution type over the last three months. Looking at the total number of posts Audi Germany is by far the most active brand with 51% of posts on Facebook and 57% of posts on Instagram. BMW only has around half of the posts on the

German accounts. Among American accounts, Audi is also much more active on Facebook with 38 posts than BMW with 18 posts. On Instagram, the two American accounts are represented mostly equally often with 12% and 15% of posts. An interesting finding is that Audi, despite much more active social media activities, has lower follower growth rates and a higher follower decline compared to BMW. A comparison of the frequency of posts between the two

platforms Facebook (229) and Instagram (247) shows only a slight difference of 8% (18 posts). This is primarily due to the fact that brands often publish the same posts on both channels and only occasionally post specific posts on a particular platform.

Posts per Day

				This category indicates how many posts are posted on each channel per day. If the total number of posts is higher, this also results in a higher number of posts per day for Audi. While Audi Germany publishes 1.4 posts per day, all other accounts are significantly lower. BMW USA has the lowest figure with just 0.2 posts per day.
		1,4	1,4	
		0,4	0,4	
		0,7	0,7	
		0,2	0,4	

Figure 21: Posts per day Audi and BMW on FB and IG – own illustration

Type of Content

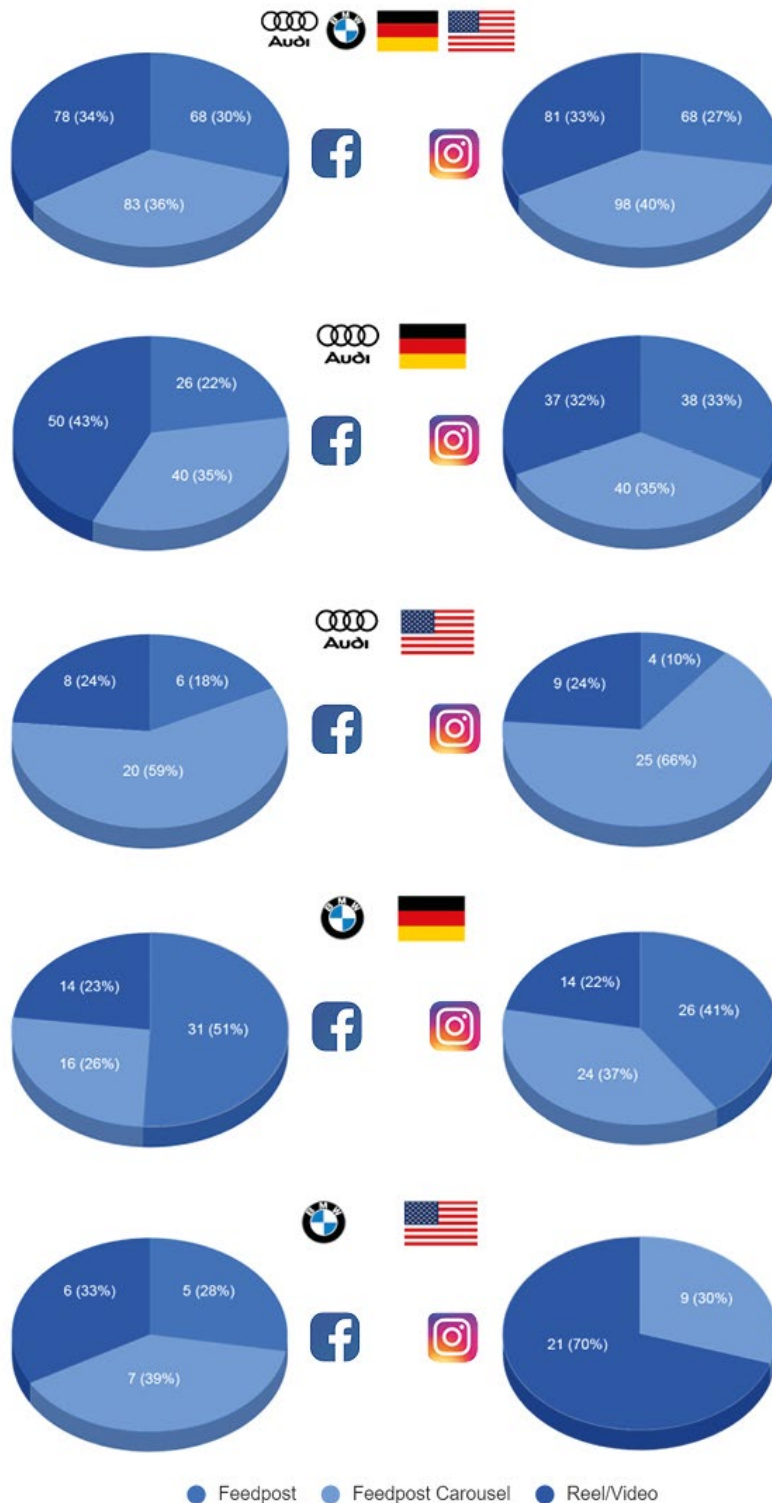


Figure 22: Type of content Audi and BMW on FB and IG – own illustration

This category indicates the "Type of Content" by indicating which content types are preferred by the respective channels. The first two diagrams show the type of content posted is distributed relatively equally for both brands on both markets and both platforms. Carousel feed posts recorded the highest number with 36% on Facebook and 40% on Instagram, followed by reels/videos with 34% on Facebook and 33% on Instagram. With regard to Audi DE, it can be observed that videos are posted the most on Facebook with 43%. On Instagram, the highest number of carousel feed posts containing several images is 35%. Audi USA, on the other hand, posts carousel feed posts most frequently on both platforms (FB 59%, IG 66%), with this type of post accounting for almost one third of all posts. BMW DE works on both platforms (FB 51%, IG 41%) mostly with feed posts that contain only one image. In contrast, BMW USA uses primarily carousel feed posts on Facebook and mostly with Reels on Instagram (70%). It is noticeable that the American Instagram accounts of Audi and BMW pursue two different strategies. Audi USA relies on carousel feed posts and BMW USA on reel posts. Furthermore, the brands take different approaches to the

German Facebook accounts. Audi DE mainly relies on videos, while BMW DE primarily uses feed posts with an image. Each account pursues its own individual strategy on the respective platforms with regard to the content posted. The KPI analysis carried out later will provide further insights into which content type achieves better performance.

Comments

Figure 23 shows the average number of comments added to the posts of the respective brands and channels in the last 3 months. Audi DE has the most comments on Facebook and Audi US has the most comments on Instagram.

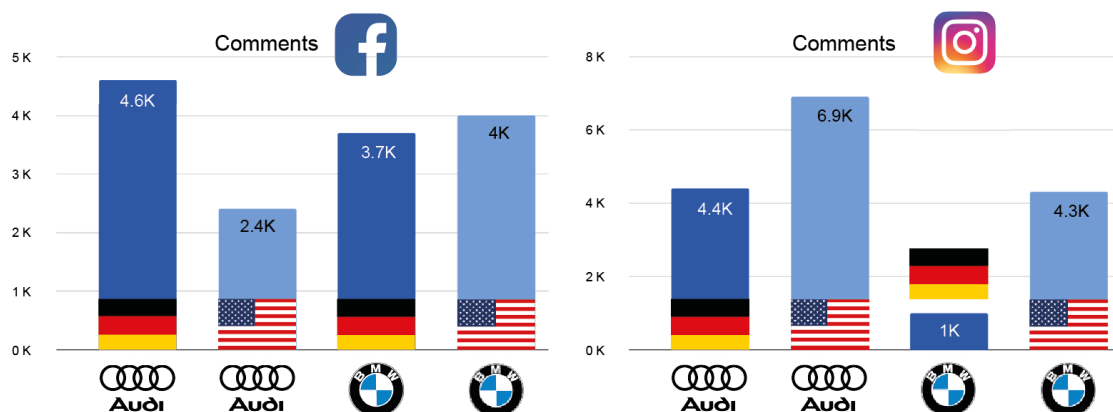


Figure 23: Comments Audi and BMW on FB and IG – own illustration

However, Audi's higher totals are presumably related to its significantly higher number of followers. The parameters "post-interaction rate" and "engagement rate" analyzed subsequently provide more precise information about the number in relation to the followers.

Comment Interaction

Due to the high number of comments in the period analyzed (31,300 comments), the analysis of individual comments and their interactions is not addressed. Instead, the comment behavior in general is examined and it is discussed how the two automotive companies react to the users' comments on the respective channels.

Facebook Audi DE: Responds and interacts regularly to positive comments and questions, sometimes even engaging in dialog. Negative comments are barely responded to or not at all.

Instagram Audi DE: As with Audi's German Facebook account, positive comments and questions are responded to and interacted with very intensively. Likewise, negative comments are barely dealt with.

Facebook Audi USA: Interacts with positive comments and questions, but significantly less than the German Audi channels. There is little or no response to negative comments.

Instagram Audi USA: Handles it similarly to Audi DE and often interacts with positive comments and questions, negative comments are barely answered or not answered at all.

Facebook BMW DE: Occasionally responds to positive comments and questions. However, the interaction is not as frequent as with Audi DE on Facebook and is more comparable to the more restrained interaction of Audi USA on Facebook.

Instagram BMW DE: Replies and interacts very rarely with comments. If so, then only with positive comments, negative comments are ignored.

Facebook BMW USA: Responds relatively regularly to positive comments and questions. Negative comments receive less attention.

Instagram BMW USA: Replies very rarely and only to positive comments. Usually only very briefly.

Amount of Likes, Comments and Reactions

This category describes how many interactions in the form of likes, comments and reactions to the posts the respective channels have received over the last three months. Again, Audi has the higher overall key figures for both platforms, due to the large number of followers and is therefore only of limited significance. This is also analyzed in more detail in the parameters "post-interaction rate" and engagement rate".

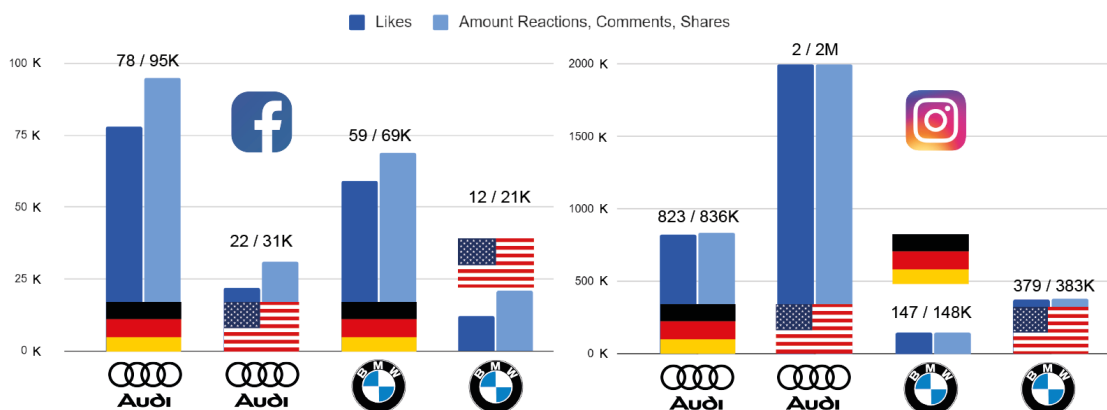


Figure 24: Amount of likes, comments and reactions Audi and BMW on FB and IG – own illustration

Regardless of the ratio of values, Audi receives more engagement on the German Facebook account with 78,000 likes and 95,000 reactions, comments and shares than the German BMW

Facebook account with 59,000 likes and 69,000 reactions, comments and shares. Audi's American Facebook account has 22,000 likes and 31,000 reactions, comments and shares, ahead of BMW's American account, which has 12,000 likes and 21,000 reactions, comments and shares. The difference is even greater on Instagram. Audi's German Instagram has 823,000 likes and 836,000 reactions, comments and shares, while the German BMW Instagram account has only 147,000 likes and 148,000 reactions, comments and shares. With 2 million likes and 2 million reactions, comments and shares, the American Audi Instagram account also has significantly higher key figures than the American BMW Instagram account, which only has 379,000 likes and 383,000 reactions, comments and shares. This indicates that Audi reaches more people than BMW with its contributions and therefore has a greater chance of generating new customers or creating loyalty among existing customers.

Post Interaction and Engagement Rate

As explained above, the post interaction and engagement rate are very important key figures that put the number of user interactions in relation to their followers. Different values can be compared in relation to each other what increases the reliability. The German accounts on Facebook and Instagram show significantly better results in Figure 25. On Facebook, BMW DE with 0.082% and Audi DE with 0.042% achieve the best post interaction rates, closely followed by BMW USA with 0.039%. Audi USA has an extremely low post interaction rate of 0.008% on Facebook, and the engagement rate of 0.003% is also very low. BMW USA's engagement rate on Facebook is likewise very low and amounts to 0.008%. This is caused by the low number of posts from the American Facebook accounts, with Audi USA having only 34 and BMW USA 18 posts. Audi DE and BMW DE, on the other hand, have a significantly higher number of posts (116 and 61 respectively), resulting in a significantly higher engagement rate of 0.056% in each case.

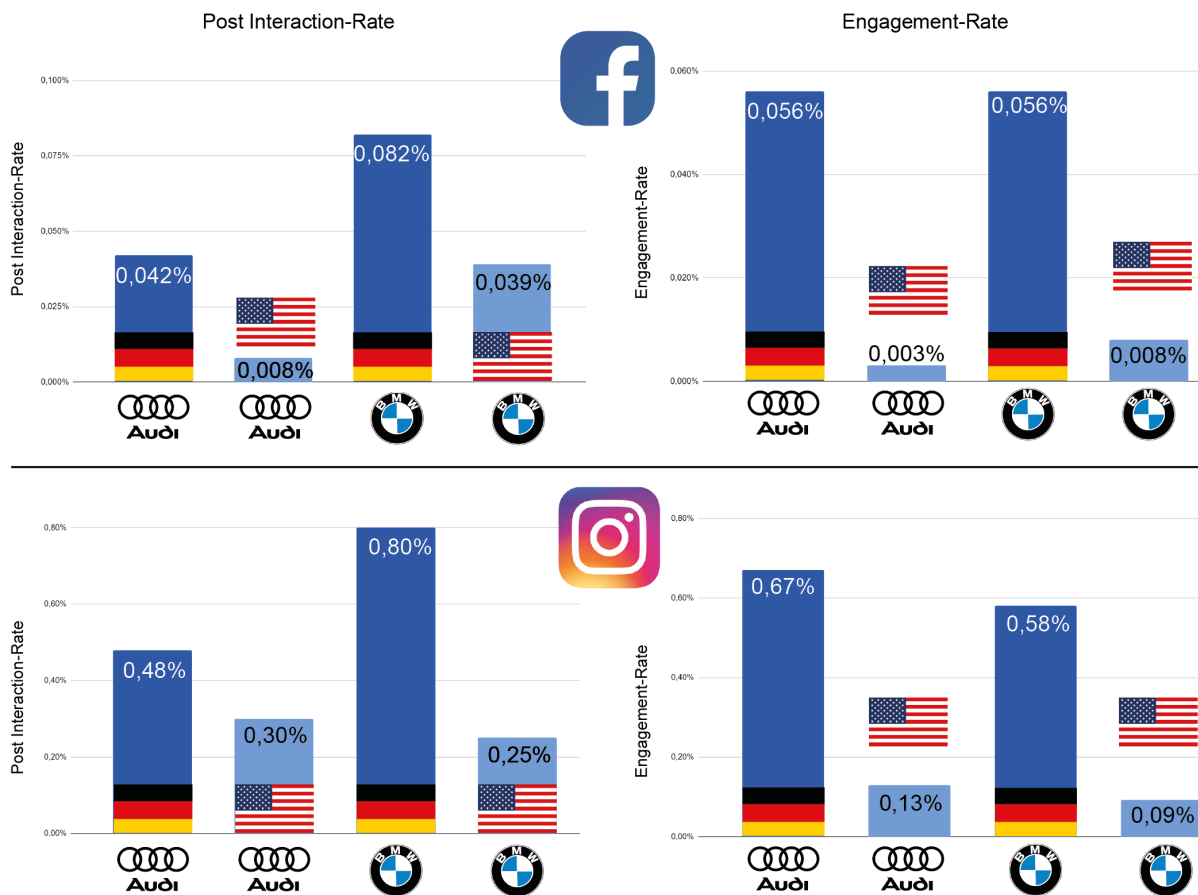


Figure 25: Post interaction rate and engagement rate Audi and BMW on FB and IG – own illustration

The rates on Instagram are around ten times higher than on Facebook. This indicates a much more active and interactive community. The respective German brand accounts also record the best results on Instagram. BMW DE has the best post-interaction rate with 0.8%, followed by Audi DE with 0.48%. In terms of engagement rate, Audi DE is the most successful account with 0.67%, followed by BMW DE with 0.58%, which can also be explained by the high number of posts.

The greater performance of the German accounts could be attributed to the fact that both German vehicle manufacturers are better at meeting the needs of the German target group than the American accounts. This successful communication with the target group is an indication that more interaction and engagement is generated.

Tagged Location

In this category, brands have the option of marking a specific location in the respective posts. The "Tagged Location" category was only used in 10 out of 476 posts, which is why it is not discussed in more detail. Audi USA has occasionally marked posts with locations on Facebook and Instagram, eight of which were about Aspen (Colorado), one about Zell am See and one about a hotel. BMW DE and USA did not include a marked location in all posts at all.

Text Included in the Picture

This category indicates many posts from the brand accounts included text in the image. As Figure 26 shows in overall, no text was integrated into the image in approx. two thirds of the posts on Facebook and Instagram. Text was integrated into the image in approx. one third of the posts. One potential explanation for this observation is that the images are presented in a standalone format, and the presence of text may detract from their visual impact. Only in the case of Audi USA is it noticeable that in contrast to the other accounts approx. two thirds of the posts have text in the image and only one third have no text in the image. This is due to the fact that Audi USA has embedded the information "European Model Shown, Specifications may vary" in almost all of its posts.

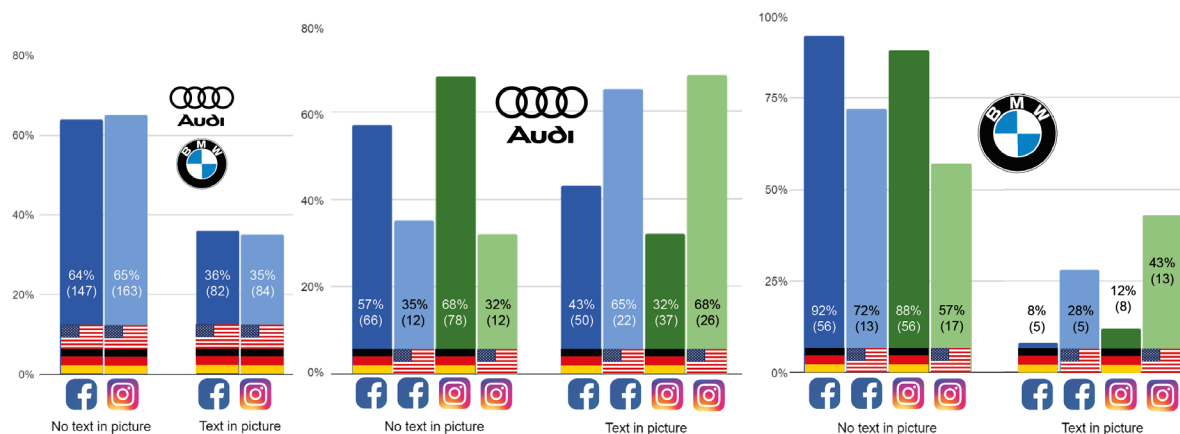


Figure 26: Text included in the picture Audi and BMW on FB and IG – own illustration

At 43%, the BMW USA Instagram account also has a relatively high number of posts in which text is embedded in the image. This high figure is due to the fact that BMW USA works to a large extent with videos on Instagram, in which text is often embedded. In general Audi integrates text in the image more often than BMW. Significant differences in the use of text in the image between the Facebook and Instagram platforms cannot be identified.

Length of Description, Emojis, Hashtags, Video Length, Videoviews

Ø per post	f i		f i		f i		f i		f i	
	Length (words)		Emoji's		Hashtags		Video length (in seconds)		Videoviews (in thousands)	
   	53	50	1	1	4	5	32	32	33	162
 	63	56	0	0	4	4	40	44	36	104
 	30	26	0	0	5	9*	17	17	43	465
 	52	59	2	2	4	4	16	17	20	121
 	40	40	0	0	1	2	22	26	26	162

Figure 27: Length of description, emojis, hashtags, video length, videoviews Audi and BMW on FB and IG – own illustration

Length of description text

The length of the descriptive text provides insights into how users are addressed and indicates the comprehensiveness and depth of detail of the topic presented in the post. As can be seen in the first row of Figure 27, in the general comparison of both brands and markets on Facebook and Instagram, it was found that the length of the descriptive text on Facebook is slightly longer than on Instagram, with an average of 53 words. On Instagram, on average of only 50 words were used per post. Regarding the individual brand channels, it is noticeable that Audi DE and BMW DE use much longer description texts than Audi USA and BMW USA. This is due to the fact that the German accounts provide very detailed information on fuel consumption, emissions and other features in many posts, whereas the American accounts do not.

Used emojis

Emojis can be used in combination with text and express or reinforce emotions or certain words more strongly. Surprisingly, both brands rarely use emojis. On Facebook and Instagram, only BMW DE uses an average of two emojis per post and all other brand channels don't use them. This is presumably done for reasons of seriousness and professionalism.

Used hashtags

Hashtags help to generate additional reach for certain topics, as posts are displayed in explore pages for users who search for these hashtags. As Figure 27 describes in the first row, the general comparison of all brands and markets indicates that an average of 4 hashtags were

used on Facebook and an average of 5 on Instagram. In most cases, Audi and BMW use the same number of hashtags on Facebook and Instagram. An exception to this is Audi USA, which uses the most hashtags of all accounts and is the account with the most hashtags, especially on Instagram, with an average of 9 hashtags. In this context, however, it should be emphasized that all brands only include a few hashtags in their posts, while Audi USA adds more hashtags in the form of additional pinned comments. This means that almost double the average number of hashtags are used. BMW USA, on the other hand, uses almost no hashtags.

Most used Hashtags:

Facebook Audi DE: #Audi #Q6etron #VorsprungDurchTechnik #eMobility

Instagram Audi DE: #Q6etron #Audi #VorsprungDurchTechnik #eMobility

Facebook Audi USA: #AudiQ6etron #Audi #FourRings #quattro

Instagram Audi USA: #AudiQ6etron #Audi #FourRings #quattro

Facebook BMW DE: #BMW #BMWM #BMW i #Bornelectric

Instagram BMW DE: #BMW #BMWM #BMW i #Bornelectric

Facebook BMW USA: #BMW #Z4

Instagram BMW USA: #BMW #X2 #M4 #Z4

Video Length

Video length can play a decisive role when publishing posts. The attention span of many users is often only a few seconds. Therefore, it is even more important for Audi and BMW to place their core message as early as possible. Otherwise, there is a risk that the sales argument will not be noticed because users have already continued clicking ahead. In addition, shorter videos are likely to be repeated more often and therefore generate more clicks and better KPIs.¹⁶⁸

In the first row of Figure 27, there is no difference in the average video length in the general comparison of all brands and markets on Facebook and Instagram, which can be explained by the fact that the brands largely use the same videos on both platforms. Audi DE has the longest videos, with an average of 40 seconds on Facebook and 44 seconds on Instagram. Audi USA

¹⁶⁸ Cf. Mosseri (2024)

and BMW DE have the shortest videos, which are less than half as long as those of Audi DE, averaging just 16 and 17 seconds respectively.

Video Views

In terms of video views, Figure 27 discloses that in the general comparison of all brands and markets on Facebook and Instagram, Instagram reels are viewed significantly more often with an average of 162,000 views than Facebook videos, which only have an average of 33,000 views. This is partly explained by the fact that Instagram reels work with different algorithms and are therefore played more frequently. In addition, Instagram uses the "Explore Page", where many users are on the move and scroll through the reels every day. On Facebook, the opportunities to come across the video are more limited. Another aspect is that Instagram offers a better platform than Facebook for reaching new users organically. The Instagram account of Audi USA has the most video views per post, and its followership of 17.4 million is also the largest, which explains the high number of views. This is followed by the Instagram account of BMW USA, which also has a very high number of followers. Surprisingly, the BMW DE Instagram account with the fewest followers generates the third most average video views. Compared to the larger accounts, this is evidence of appealing and higher quality posts. The BMW DE Facebook account has the fewest average views, with just 20,000 views. As previously mentioned, it is also difficult to draw a conclusion based on video views alone, as this depends to a large extent on the number of followers of the accounts. It would therefore again make sense to consider the key figures "Post interaction rate" and "Engagement rate".

Videosound

The video sound contributes to the entertainment of the video and underpins certain scenes, making them easier to perceive. In most videos, various elements are used for the soundtrack. These consist of car noises, the speaker, ambient noises and music elements. As Figure 28 in the first column shows, there are no significant differences between the two platforms in the general comparison of all brands and markets on Facebook and Instagram. As can also be seen, the "Several element" characteristic has the highest values with 58% on Facebook and 60% on Instagram. Audi works mainly with several elements in 68-78% of its videos, while BMW videos are often set to music with just one song.

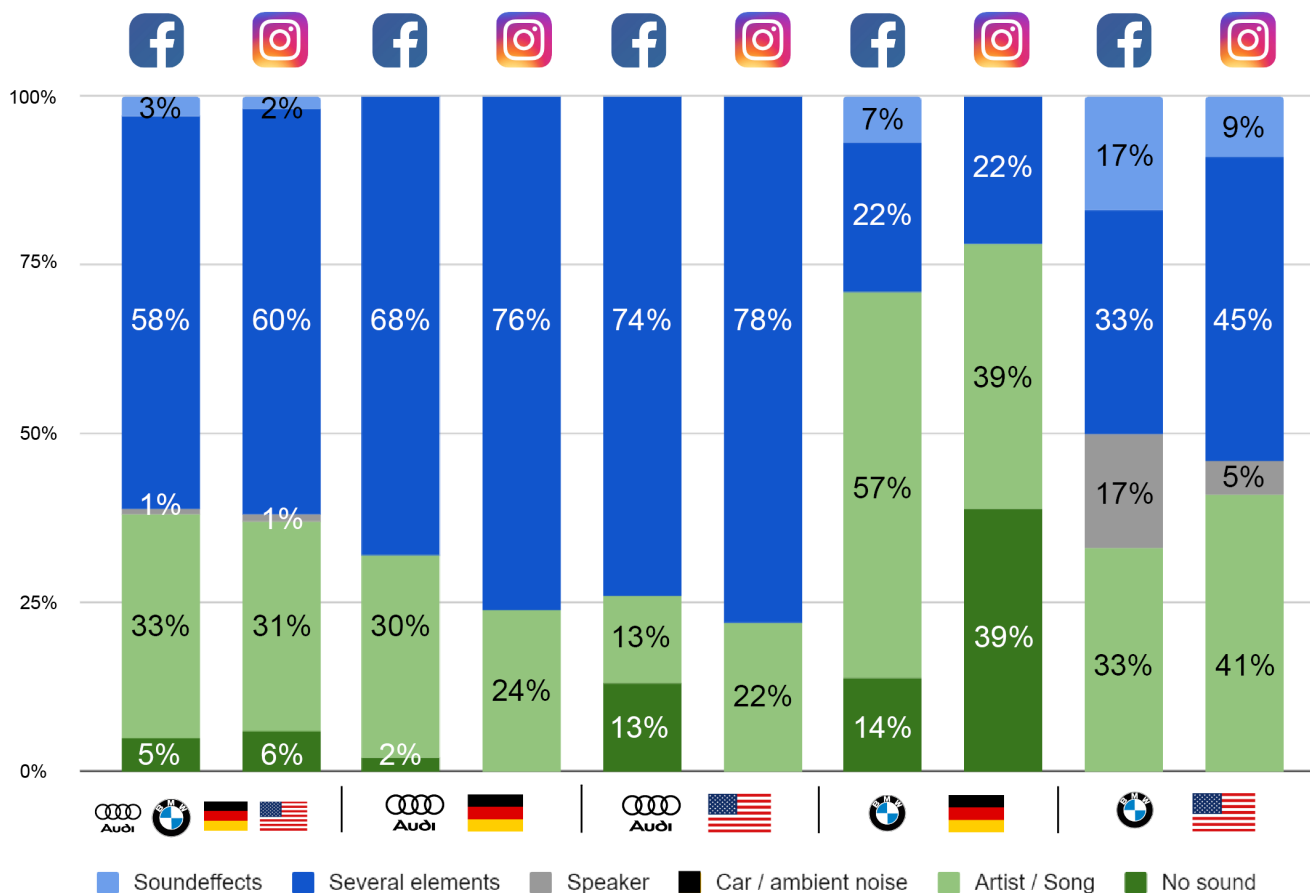


Figure 28: Videosound Audi and BMW on FB and IG – own illustration

BMW DE in particular uses a song in 57% of the videos on Facebook and only 22% of the German accounts on both platforms use the "Several elements" category, which is the most common category for Audi. Also noticeable is that 39% of BMW DE Instagram posts do not use any sound. At BMW USA on Facebook, "Artist / Song" is represented just as often as "several elements" at 33%. On Instagram, the "Several elements" characteristic is slightly more common at 45%, while the "Artist/song" characteristic is slightly lower at 41%. The two brands therefore differ significantly in their use of video sound and there are also notable differences between the platforms.

5.2 Content Categories

Model/Type

Figure 29 shows which vehicle models are published in the posts. Here, SUVs have the largest share on Facebook and Instagram for all accounts, with the exception of BMW USA on Facebook. There may be various reasons why the term "SUV" has such a high profile. It is possible that the brands want to generate greater demand for the vehicles by marketing SUVs more prominently or that SUVs are more profitable for the car manufacturers than other vehicle types. Another factor could be the continuing trend and high popularity of SUVs. As the first two columns in Figure 29 show, the general comparison of all brands and markets on Facebook and Instagram does not reveal any significant differences between the two platforms.

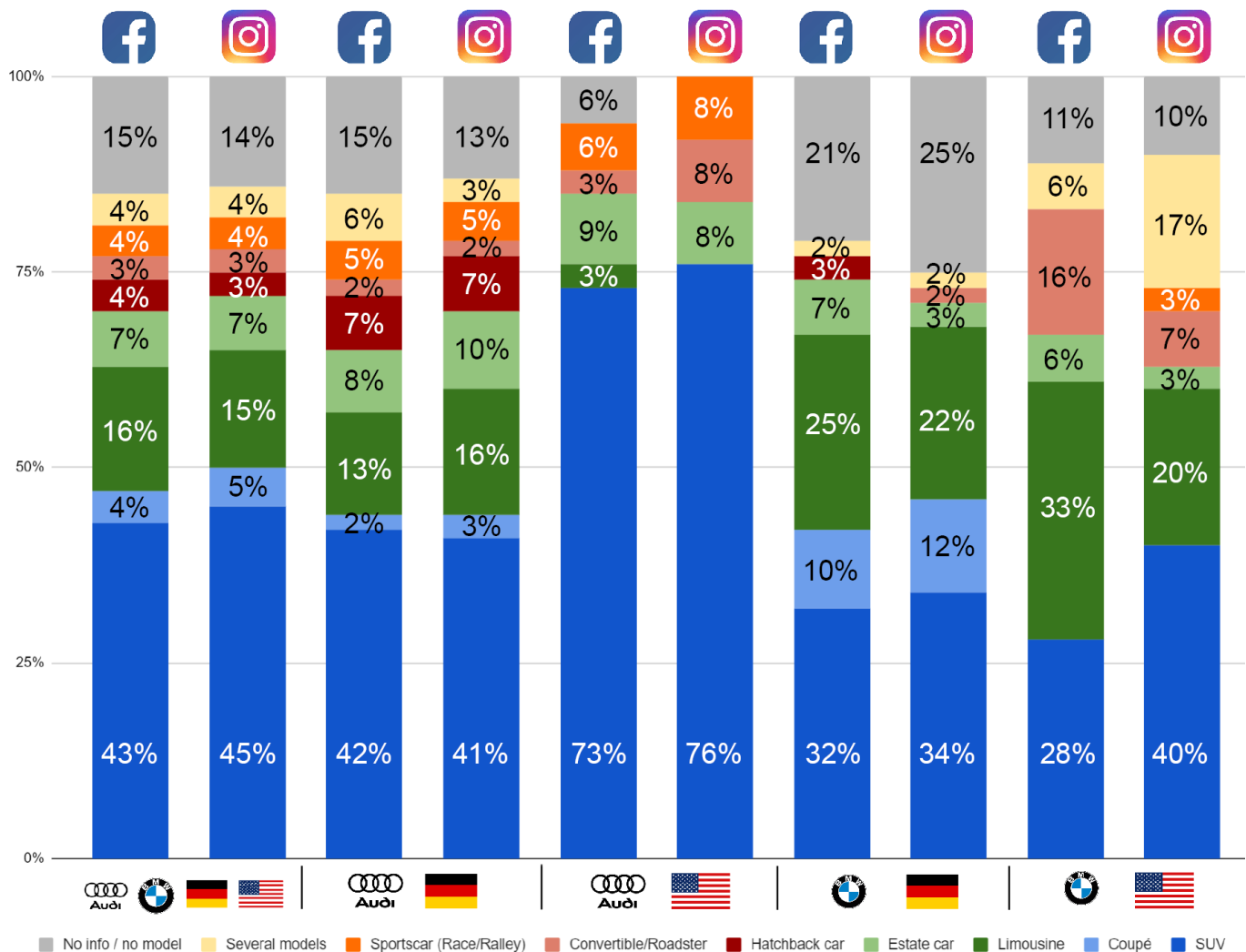


Figure 29: Model/type Audi and BMW on FB and IG – own illustration

However, it is noticeable that Audi USA has published an extremely high number of posts with SUVs, with 73% on Facebook and 76% on Instagram. The second most frequently posted vehicle type on all channels except Audi USA and Audi's German Facebook account is "Limousine". At 33%, BMW USA in particular has the largest share of "Limousine" posts on Facebook and thus focuses on a different vehicle type than Audi USA. The "No info / no model" attribute also occurs frequently, which is due to the fact that some posts show detailed photos or other motifs and it is not clear which model is actually involved. As a result, different approaches can also be seen in this category when looking at the respective markets within the specific platforms.

Version

The "Version" category indicates which vehicle versions of the models are posted. Figure 30 shows that most of the posts (approx. 70-80%) are normal versions. The only exception here is the Instagram channel of BMW USA, which only posts 44% normal versions and 52% high performance versions. Both versions are not shown together, except in very few cases.

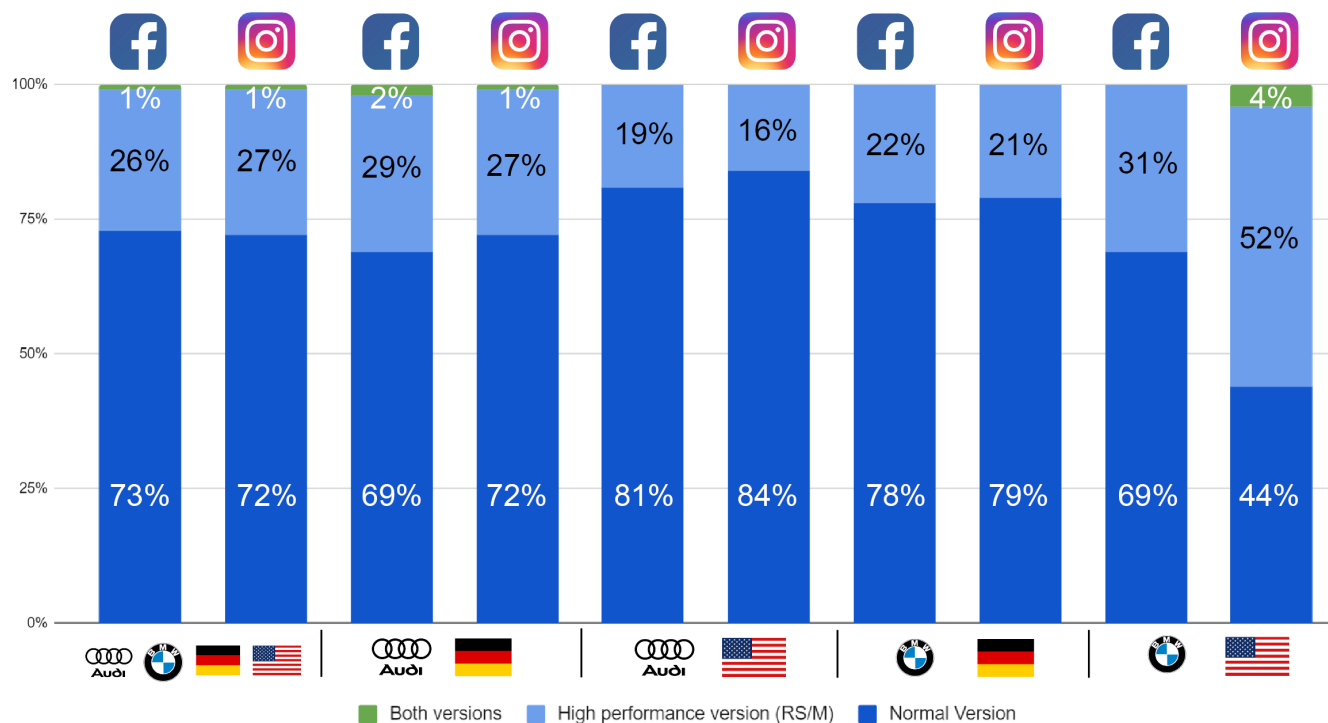


Figure 30: Version Audi and BMW on FB and IG – own illustration

As can be seen in the first two columns, there are no significant differences between the two platforms and markets in a general comparison of all brands and markets on Facebook and Instagram.

Production Time

The "Production Time" category shows whether current vehicle models or older model series are listed in the considered posts. As Figure 31 shows, most posts contain new vehicles from 2020 until now. This is probably because the brands present and promote their new models that are currently available on the market.

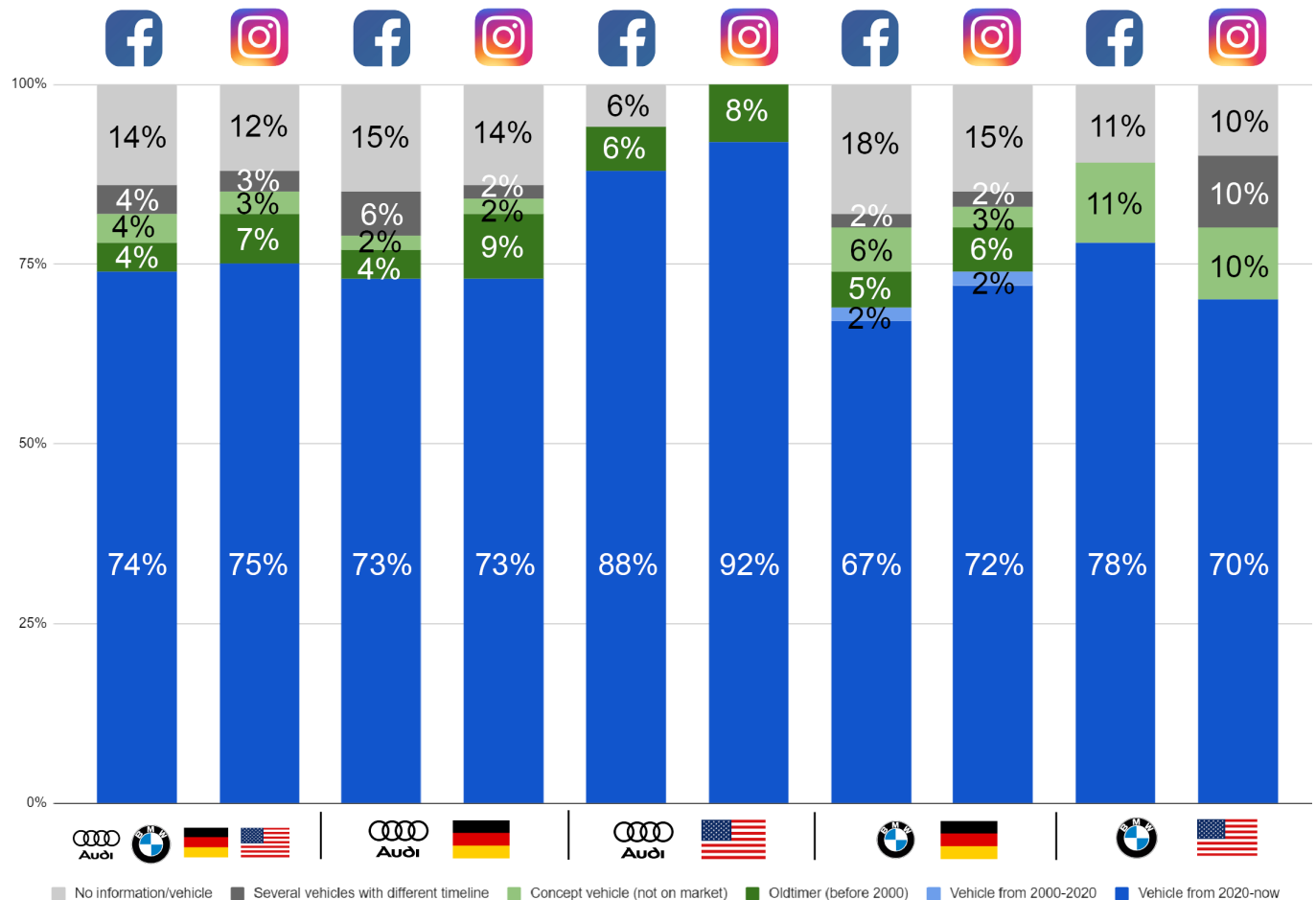


Figure 31: Production time Audi and BMW on FB and IG – own illustration

The second most frequent attribute is "No information / vehicle". This describes unidentifiable detail shots or other motifs being shown. Occasionally, classic cars are also shown, for example at Audi USA, Audi or BMW Germany, which contain old classical cars and historic vehicles. BMW USA also shows concept vehicles that are not available on the market in around 10% of its posts. On the American Instagram channel, 10% of posts show several vehicles with different timelines. As Figure 31 in the first two columns shows, there are no significant differences between the two platforms in the general comparison of all brands and markets on Facebook and Instagram.

Vehicle Category

Figure 32 shows which type of drive is primarily shown by the companies. This is particularly interesting in view of the increasing number of electric cars coming onto the market and the associated climate targets. In fact, in a general comparison of all brands and markets on Facebook and Instagram, fully electric vehicles are shown in most posts, as the first two columns show.

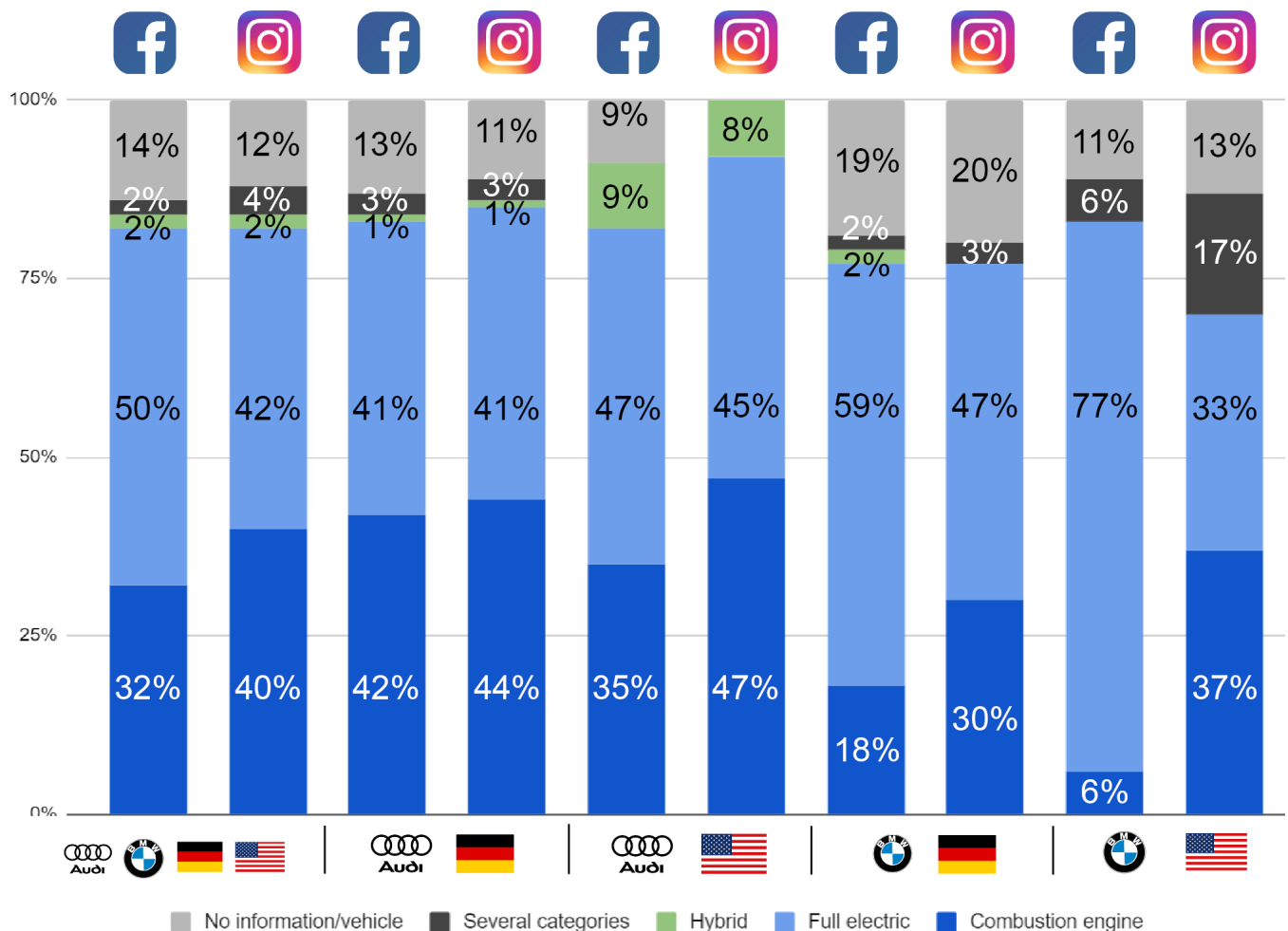


Figure 32: Vehicle category Audi and BMW on FB and IG – own illustration

On the German Audi accounts, on the other hand, the ratio is fairly balanced, and vehicles with combustion engines appear slightly more frequently here on Facebook (42%) and Instagram (44%). The Instagram account of Audi USA also shows combustion engines more often (47%) than fully electric vehicles (45%). In contrast, BMW USA shows the most all-electric vehicles on Facebook with 77%, followed by BMW DE on Facebook with 59%. Of the BMW accounts, only the American Instagram account shows more combustion engines than electric vehicles.

It is interesting to note that BMW USA mainly shows electric cars on Facebook, whereas the automotive group primarily presents combustion engines on Instagram. Audi USA shows 9% of hybrid cars on Facebook and 8% on Instagram, while the other accounts show little or no hybrid cars. In general, even more combustion engines are shown on Instagram than on Facebook.

Topic of the Post

Figure 33 shows the thematic direction in which the posts are oriented.

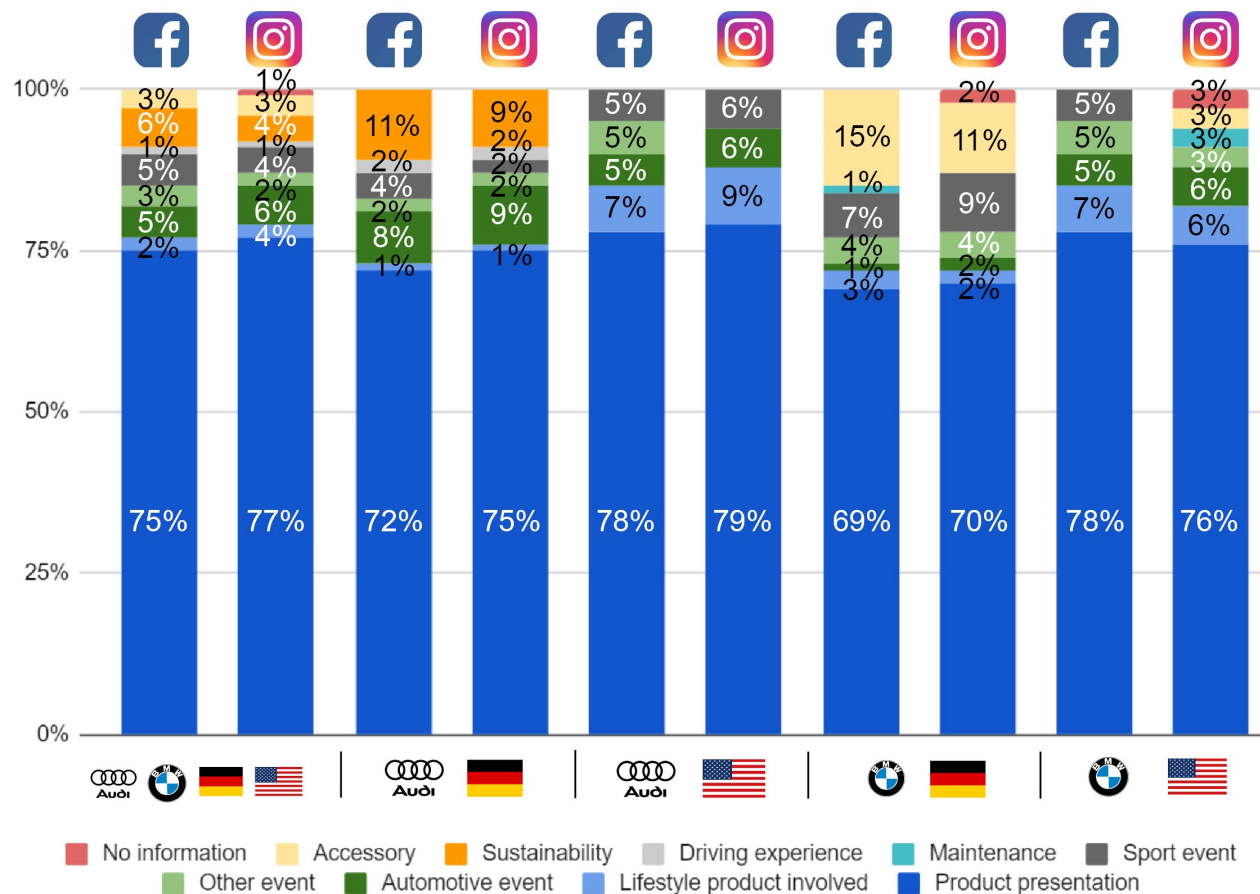


Figure 33: Topic of the post Audi and BMW on FB and IG – own illustration

As the first two columns show, in the general comparison of all brands and markets on Facebook and Instagram, the content posted most frequently serves to present products, with more than three quarters of the posts having this characteristic. The other characteristics are then mostly negligible (under 10%). Audi DE publishes the second most posts on Facebook (11%) and Instagram (9%) on the topic of sustainability. By contrast, Audi USA and BMW DE and USA do not use this attribute at all. However, it is notable that the sustainability posts have by far the worst performance in terms of post-interaction and engagement rate.

At 15% on Facebook and 11% on Instagram, BMW Germany is also increasingly publishing posts that focus on accessories for vehicles. Audi, on the other hand, has no share in this category. BMW DE also works with posts that deal with sporting events. Audi DE, on the other hand publishes more frequently automotive events. In conclusion, apart from the "Product presentation" characteristic, all other characteristics are used very rarely and irregularly and there are minor differences between the characteristics.

Purpose of the Post

The category "Purpose of the Post" indicates the purpose for which the posts were published. In most cases, product information is conveyed here, which has the greatest frequency for all brands and markets. Audi DE also uses general company information on Facebook (17%) and Instagram (15%) to inform users about various company projects and topics. Audi USA and BMW DE, on the other hand, use this category less. However, both also post entertainment content. This content is used by Audi USA on Facebook at 8%, Instagram at 10% and BMW DE on Facebook and Instagram at 9% each. BMW USA also uses this type of content and even reaches 20% on the American Facebook account, while entertainment posts only represent 10% on Instagram. Additionally, it is striking that BMW DE, with 12% on Facebook and 13% on Instagram, often invites users to comment and asks for their opinion.

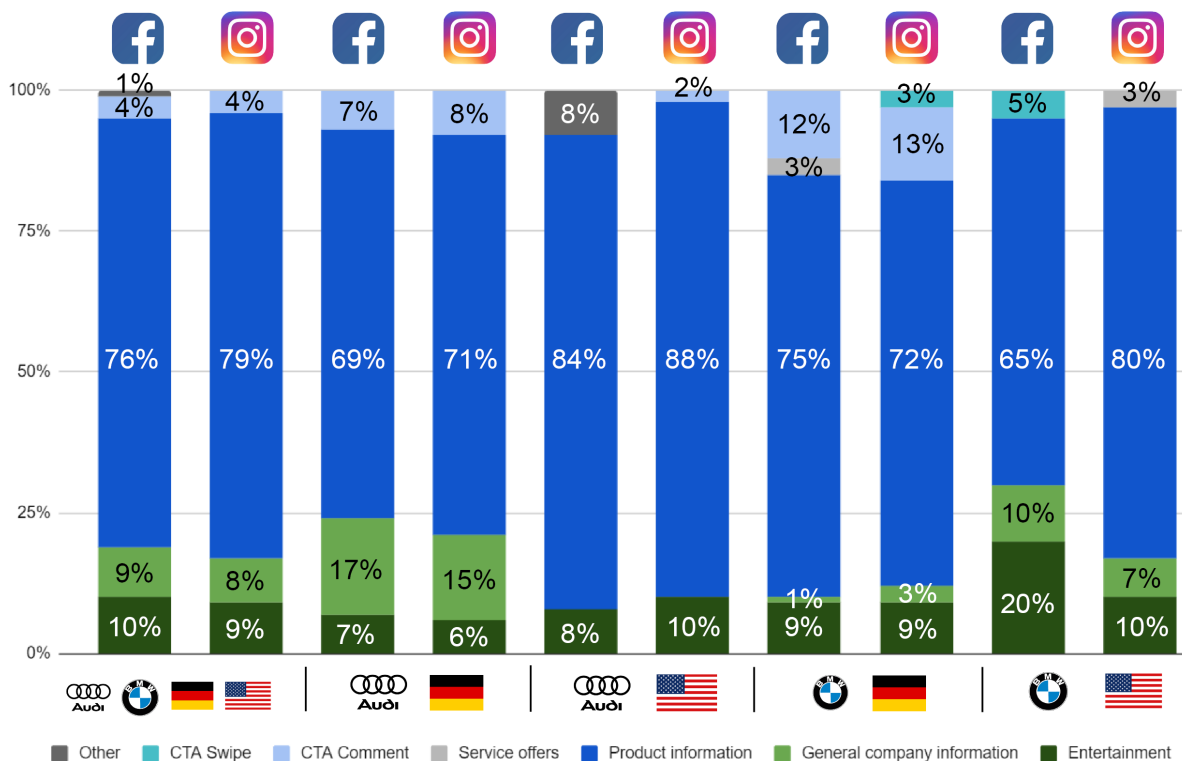


Figure 34: Purpose of the post Audi and BMW on FB and IG – own illustration

As the first two columns in Figure 34 show, there are no significant differences between the two platforms and markets in the general comparison of all brands and markets on Facebook and Instagram. Some minor differences can be seen in the individual brands and country-specific evaluations.

Actuality:

The "Actuality" category describes whether posts are related to specific temporary activities such as current events. It was determined that most posts have no reference to time. As can be seen from the first two columns of Figure 35, there are no significant differences between the two platforms and markets in the general comparison of all brands and markets on Facebook and Instagram. Audi DE posts 9% of posts about current events and 11% of posts advertise future events. On Instagram, Audi places slightly more emphasis on the reference to current (10%) and future (12%) events. BMW USA in particular has high figures for this characteristic. BMW USA publishes 22% of its Facebook posts and 17% of its Instagram posts relating to future events. Audi USA also posts about current and future events, but the proportion is slightly lower here.

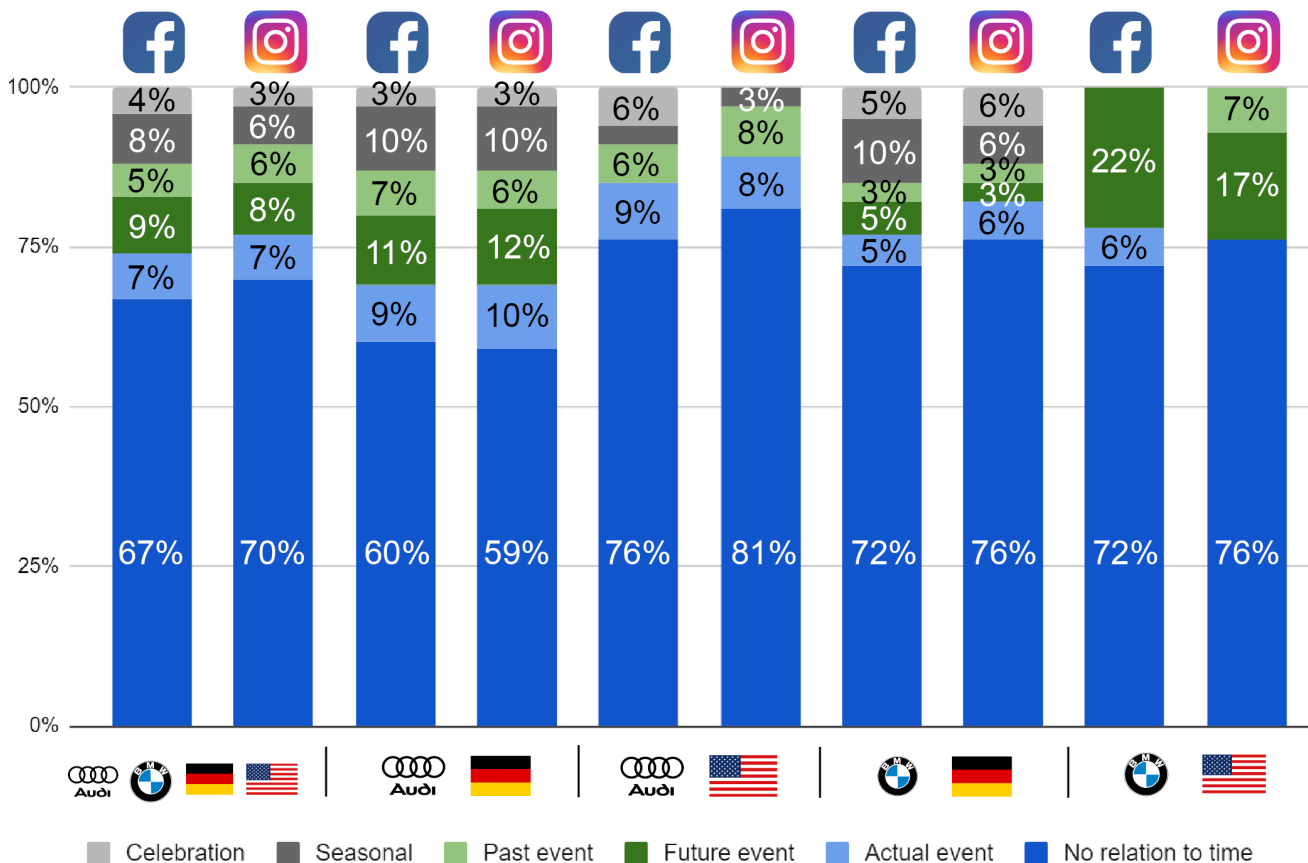


Figure 35: Actuality Audi and BMW on FB and IG – own illustration

Both platforms of Audi DE and the Facebook channel of BMW DE post about 10% of posts that are related to seasonal aspects. During the analysis, it was noticeable that BMW hardly published any winter posts during the winter period, while Audi regularly published season-specific posts including cars in the snow during this time. At BMW, these winter-themed posts only appeared in spring, when the winter was already over. This means that Audi timed its posts better to the current season than BMW.

Motif

The category "Motif" indicates on which motif the focus was placed in the respective contribution. As the first two columns of Figure 36 show, in the general comparison of all brands and markets on Facebook and Instagram, "complete single vehicle" is the leading motif with 31% on Facebook and 26% on Instagram, followed by "several motifs" with 23% on Facebook and 24% on Instagram. Audi DE even shows several motifs most frequently on Facebook (30%), while "Complete single vehicle" is the leading motif on Instagram (32%).

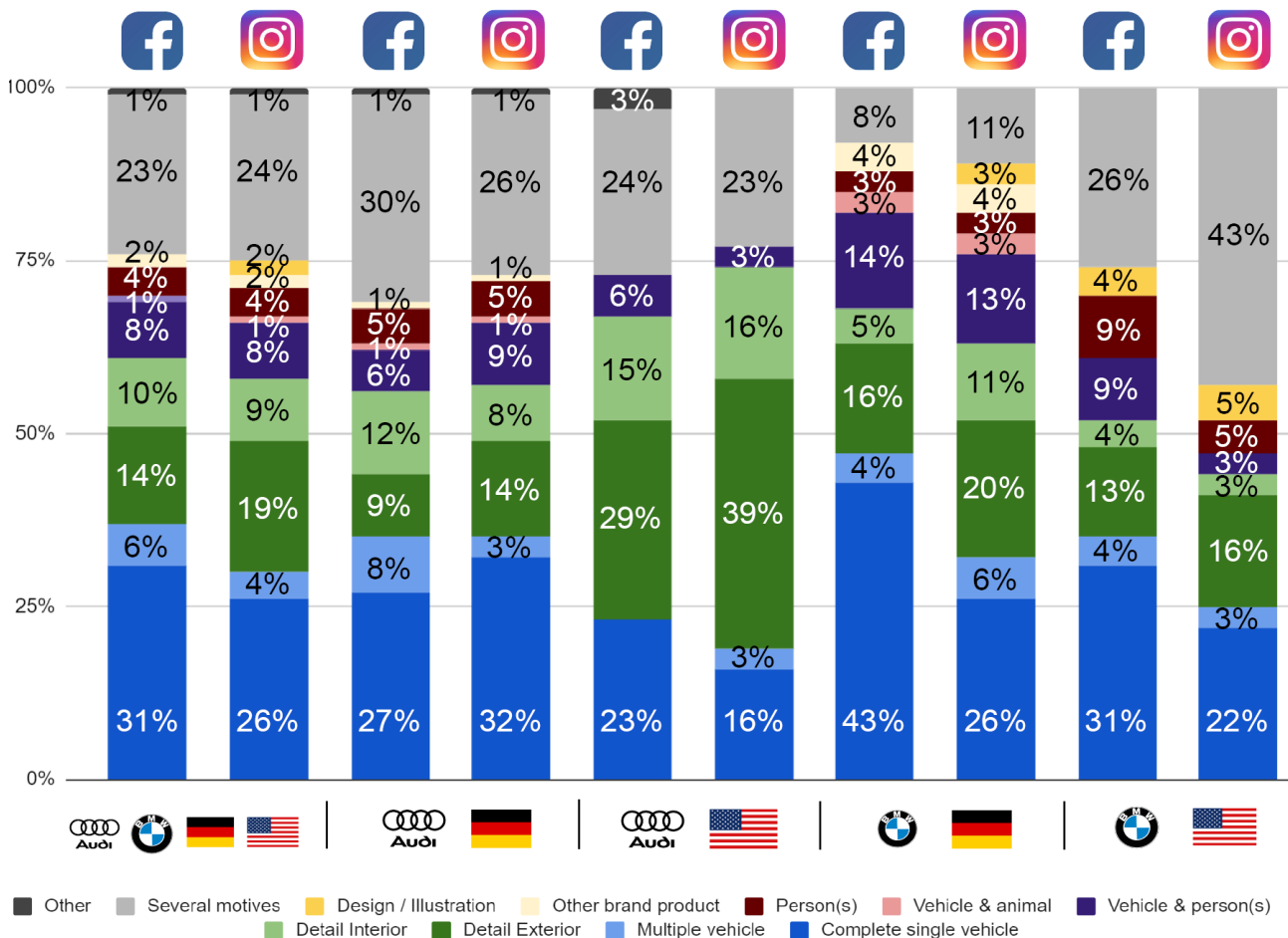


Figure 36: Motif Audi and BMW on FB and IG – own illustration

In the case of Audi USA, it is noticeable that the largest category here is "Details Exterior" and Audi USA publishes 29% of posts on Facebook and 39% on Instagram in which detailed shots of the exterior of the cars are shown. BMW DE also records a certain number of posts in this area with 16% on Facebook and even 20% on Instagram. Nevertheless, the most frequently used form at BMW DE is "Complete single vehicle" with 43% on Facebook and 26% on Instagram. In addition, BMW DE posts 14% on Facebook and 13% on Instagram in which vehicles and people are the focus. At BMW USA, it can be seen that 43% of posts on the Instagram account show "several motives", which is the largest share achieved by an attribute in this category. The Facebook channel also reaches more than a quarter of the results with 26%. Only the "Complete single vehicle" attribute outperforms the BMW USA Facebook account in the "several motives" attribute with 31%. In general the respective accounts sometimes use different motives. Which of these motives is the most promising is discussed in more detail in the following KPI analysis.

Product Focus

The category "Product Focus" indicates how strongly the brands focus on their products in their postings. As was to be expected, "High product focus" is the most frequently used category on all platforms, followed by "Normal product focus" and "Low product focus". This can be explained by the fact that, in most cases, brands explicitly present their products.

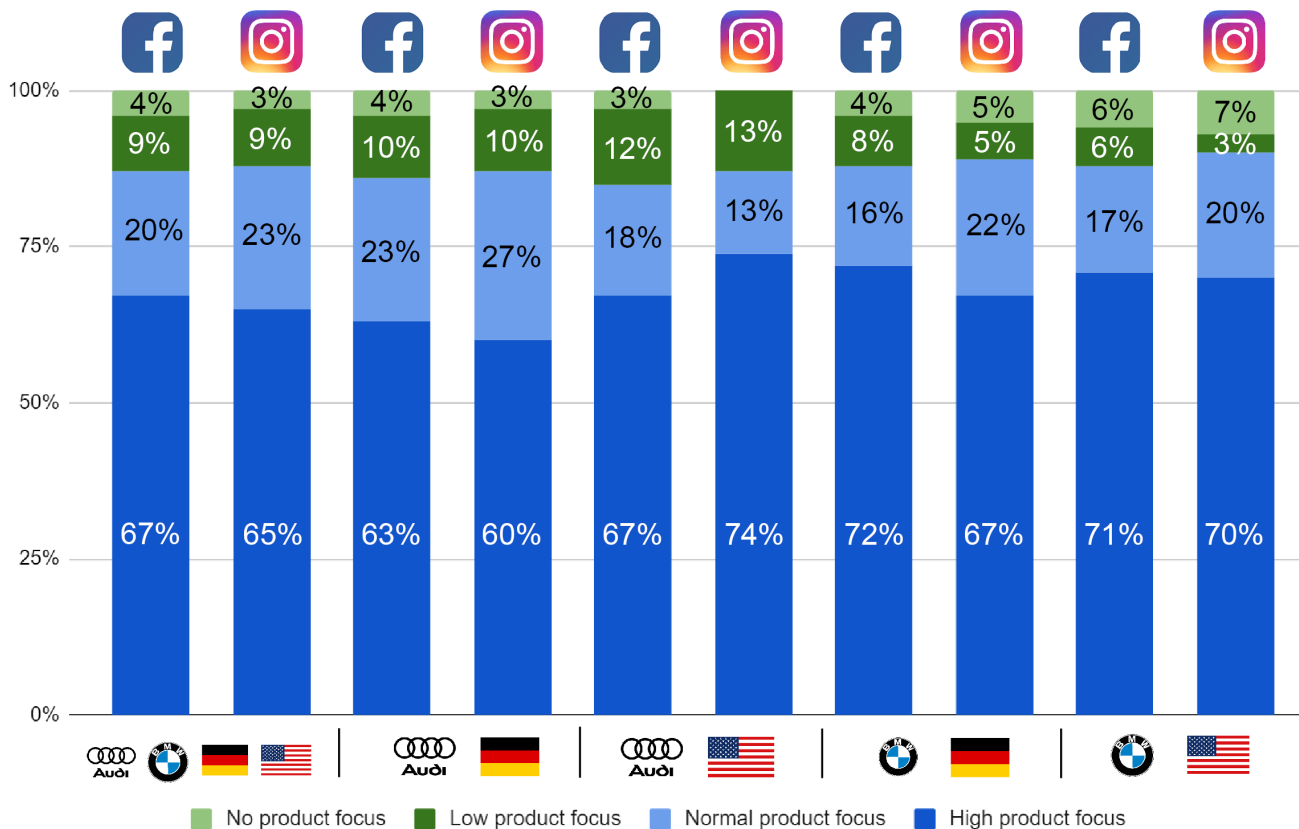


Figure 37: Product focus Audi and BMW on FB and IG – own illustration

As the first two columns of Figure 37 show, there are no significant differences between the two platforms and markets in the general comparison of all brands and markets on Facebook and Instagram. It should also be emphasized that BMW USA does not focus on products on Facebook (6%) and Instagram (7%). In this respect, BMW USA generates a higher proportion of posts with only a slight product focus.

Colors

The category "Colors" provides information about which colors were used in the postings. As Figure 38 shows, the "Dark & bright colors" category was used most frequently across all platforms, brands and markets, at over 90%. This is due to the fact that bright colors such as sunlight, the sky or bright vehicle paint were used in almost every image. Dark colors such as the tire tread, the radiator grille or the vehicle shadow were incorporated. In rare cases, such as Audi DE on Facebook with 4% and on Instagram with 6%, the "Dark colors" feature was still used, although the values here are very low.

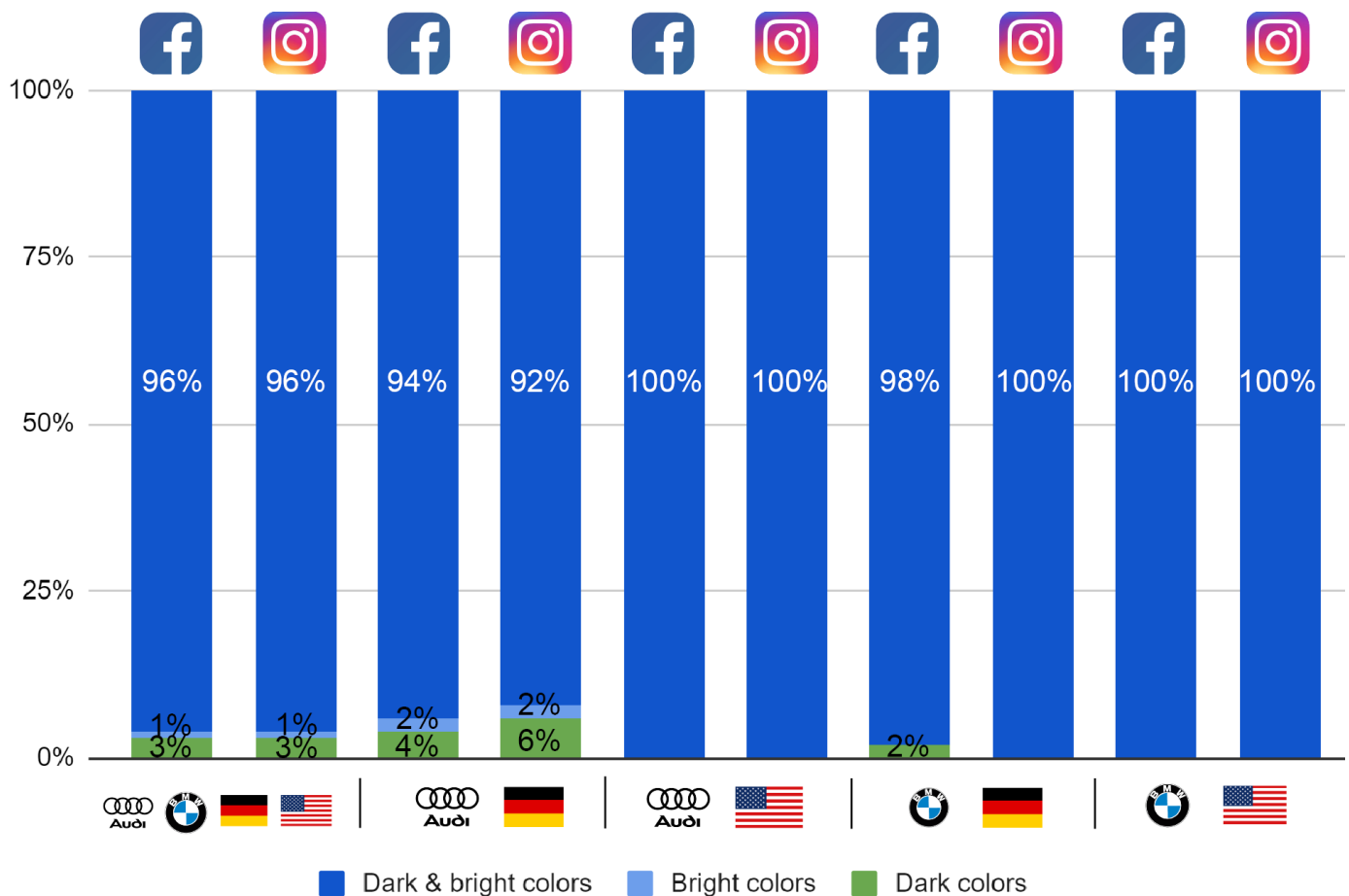


Figure 38: Colors Audi and BMW on FB and IG – own illustration

Ambiente

The "Ambience" category describes the environment that can be seen in the post. The first two columns of Figure 39 indicates that in the general comparison of all brands and markets on Facebook and Instagram, the category "Different ambience / no information" was used most frequently. Only BMW USA, with 21% on Facebook and 27% on Instagram, used "Indoor" more frequently, according to which BMW USA presents its vehicles in indoor areas in many posts.

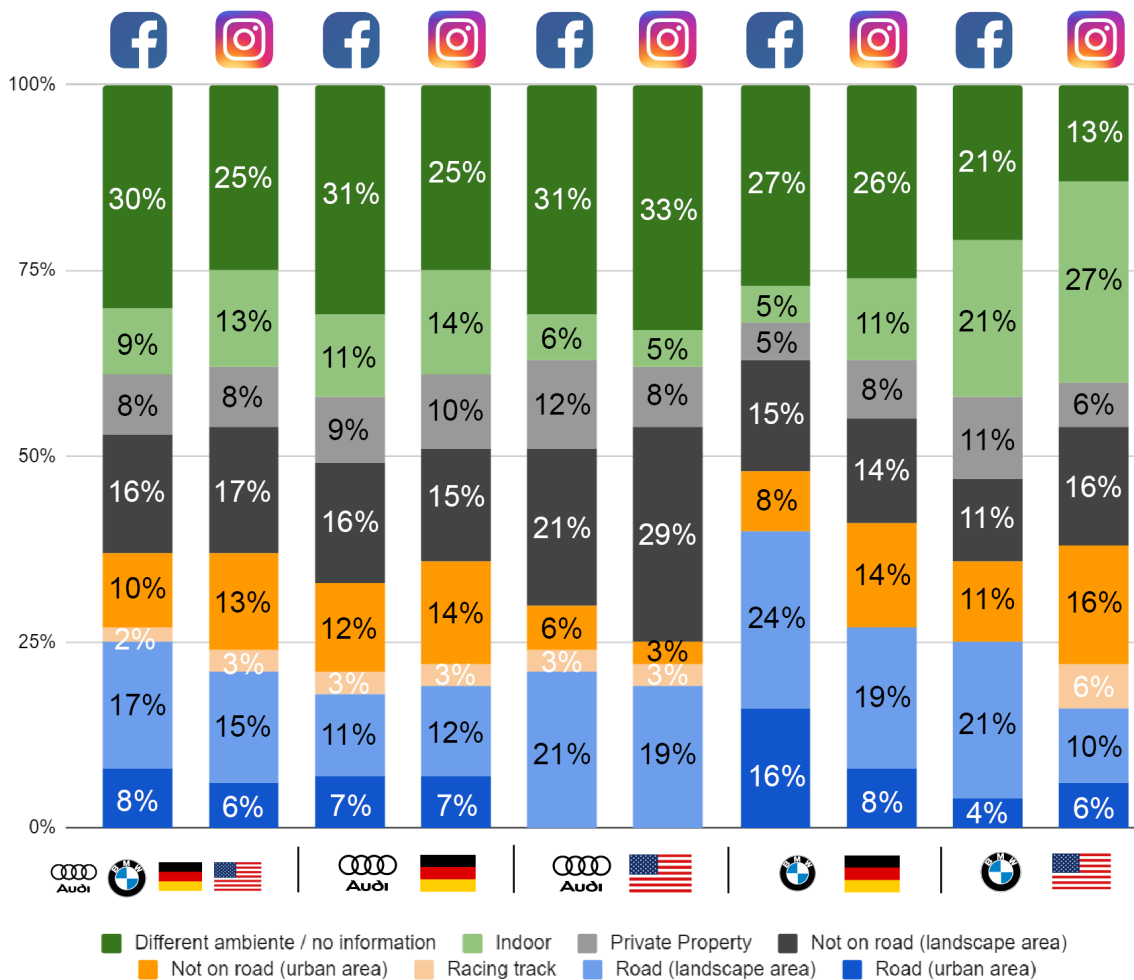


Figure 39: Ambiente Audi and BMW on FB and IG – own illustration

The characteristics "Not on road (landscape area)" and "Road (landscape area)" are also frequently represented. This indicates that another popular setting is shots in nature. For example, 21% of Audi USA Facebook posts and 29% of Instagram posts show vehicles off the road in a natural environment. In addition, Audi USA posts 21% of their vehicles on Facebook and 19% on Instagram on the road with a landscape panorama. BMW DE also has a large proportion of its posts in this ambience, with 24% on Facebook and 19% on Instagram. In this

context, it is remarkable that Audi USA is the only channel that does not show the vehicles on the road in urban areas in any of its contributions.

State/Condition

The "State/Condition" category indicates the condition of the vehicles in the posts. The "Vehicle parked" attribute, according to which vehicles are primarily presented in a parked state, accounts for the largest share here on all channels. As Figure 40 shows in the first two columns, the second most common category in the general comparison of all brands and markets, as well as for Audi DE and BMW DE, is "Vehicle in movement".

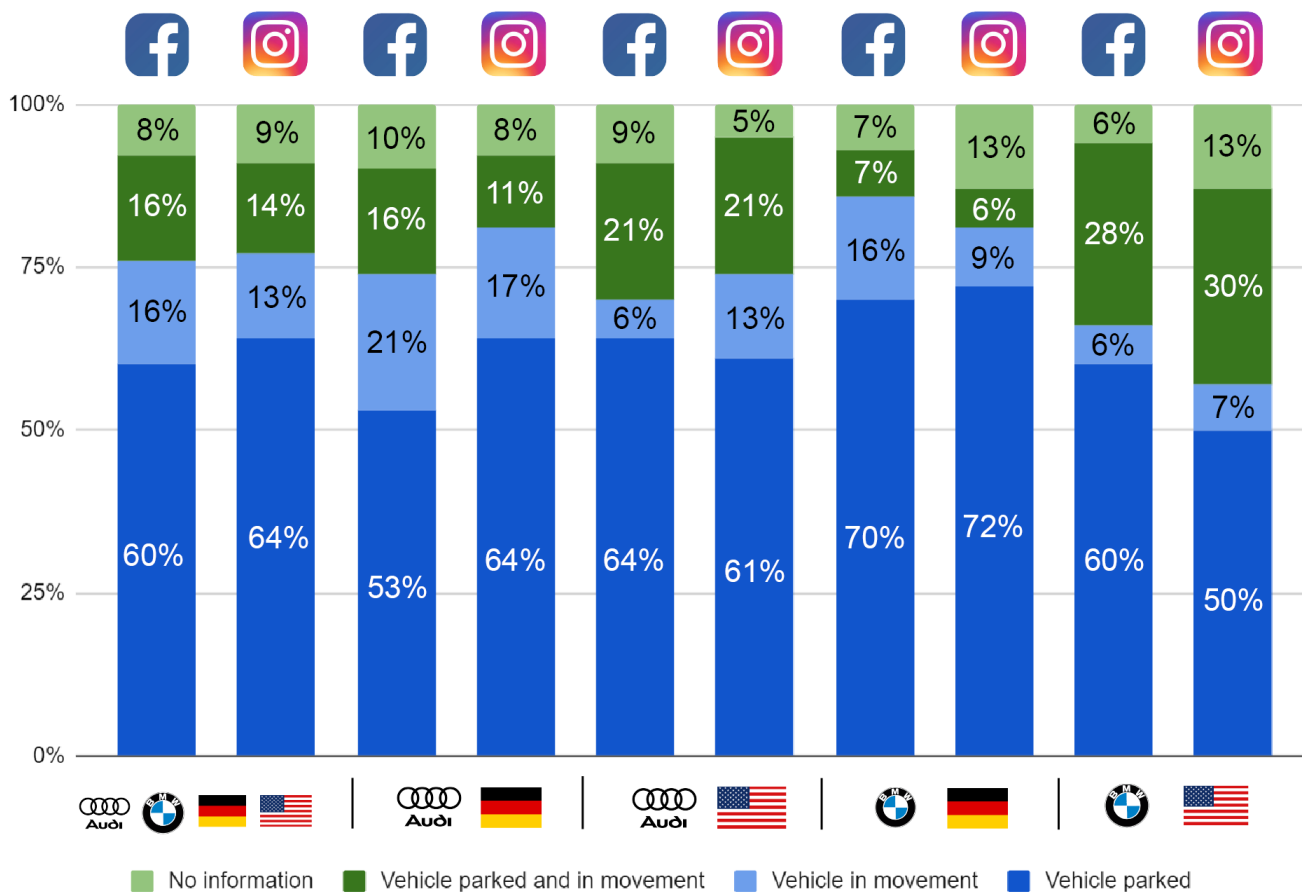


Figure 40: State/condition Audi and BMW on FB and IG – own illustration

Audi USA and BMW USA are the second most frequently posting vehicles that are parked and in motion, with 21% of Audi USA posts and 28% of BMW USA posts on Facebook and 30% on Instagram. This is due to the fact that videos in which the cars can be seen in both states are often published on these channels. In the case of the BMW DE and BMW USA Instagram accounts, 13% account for the "No information" option because it was not possible to identify exactly what condition the vehicle was in based on detailed photos.

Number of Actors/Persons

The "Number of Persons" category indicates whether and, if so, how many actors/persons are shown in the posts. Figure 41 shows in the first two columns that for all platforms, brands and markets there are no people in most of the posts, as the vehicle is presented alone.

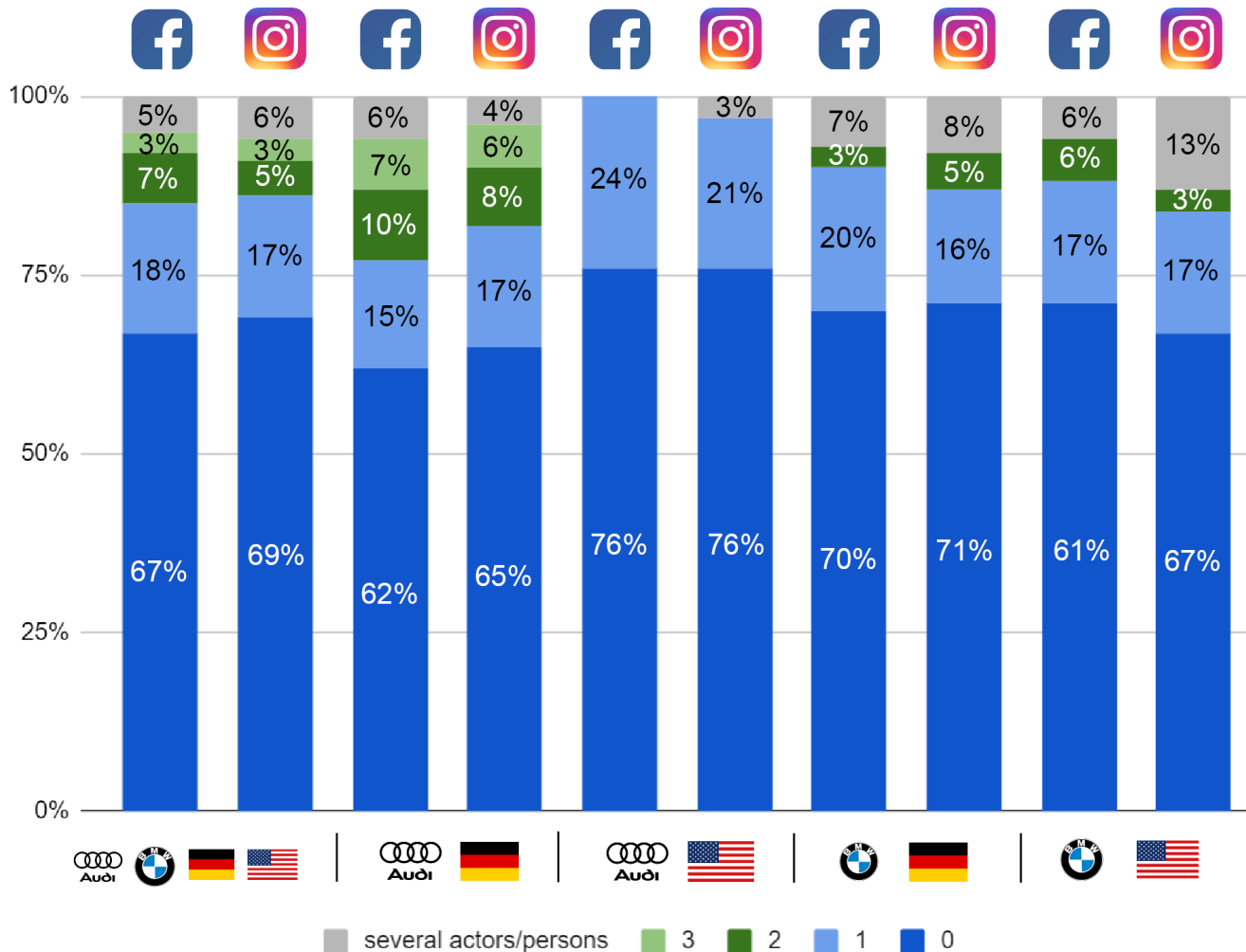


Figure 41: Number of actors Audi and BMW on FB and IG – own illustration

The second most frequently used characteristic for all analysis units is "1", according to which only one person is shown alone or in combination with the product. This characteristic has a share of 24% on Facebook for Audi USA and 21% on Instagram, as well as 20% for the German BMW Facebook account. Other numbers of people do not exceed the 10% mark in most cases. Only BMW USA still posts 13% of posts with several actors/persons on its Instagram channel. Otherwise, the figures for the various Instagram accounts on the two platforms are very similar and do not show any major peculiarities.

Gender of Actors/Persons

The category "Gender of actors/persons" indicates the gender of the actors/persons appearing in the post. As was already apparent in the previous analysis, the majority of posts do not involve people. In posts showing people, male actors/persons are most frequently seen in all brands and markets with the exception of BMW DE and BMW USA. As can be seen in Figure 42, Audi DE has the highest number of posts featuring male actors with 23% on Facebook and 19% on Instagram, followed by Audi USA with 15% on Facebook and 11% on Instagram.

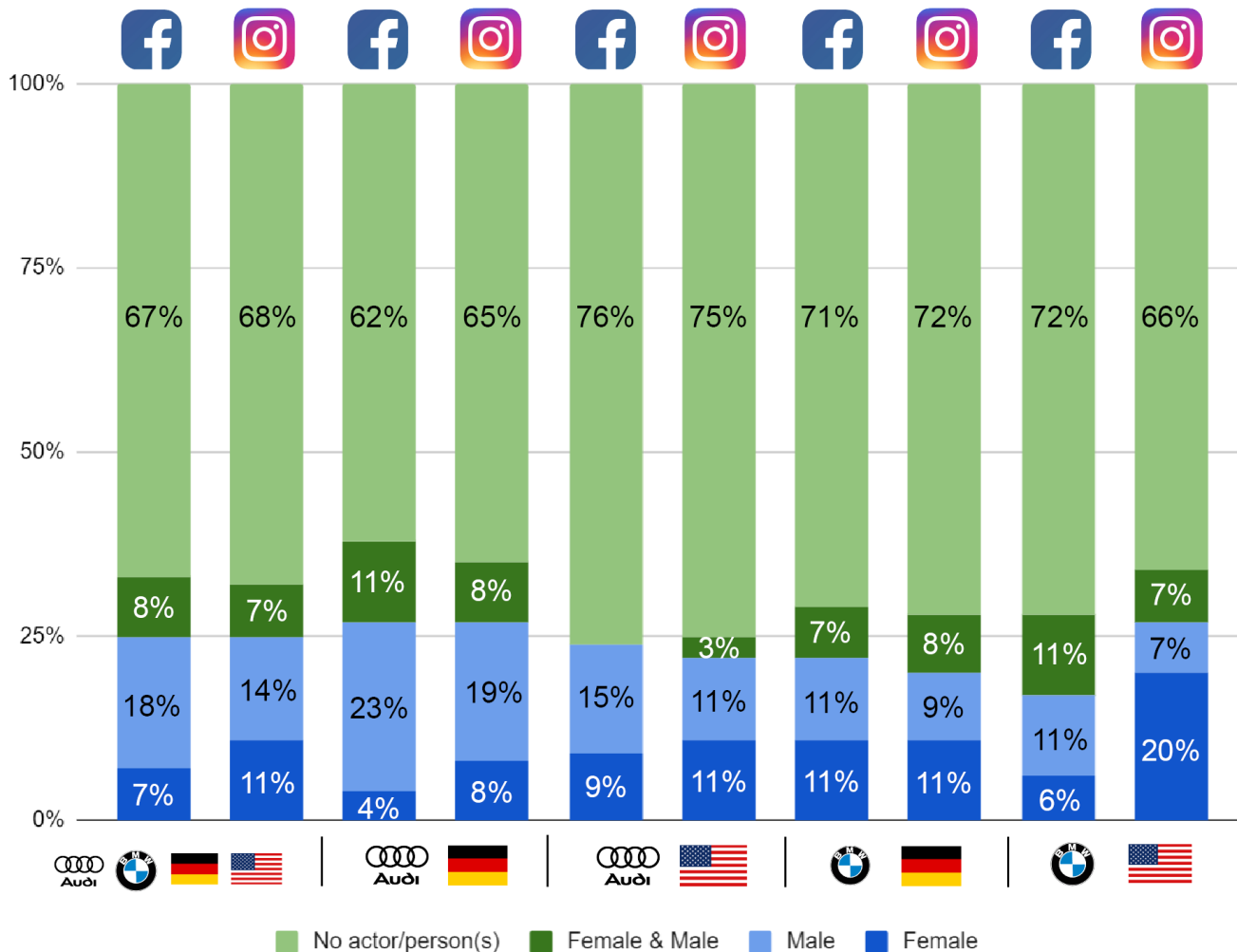


Figure 42: Gender of actors Audi and BMW on FB and IG – own illustration

At BMW DE, male and female people are shown equally often on Facebook (11%), while at BMW USA, male people are shown more often on Facebook (11%). However, the American BMW Instagram account shows female people most often (20%), making it the only account that shows female people more often than male people. The Facebook accounts of Audi DE and BMW USA also show both genders in 11% of their posts. In general, Audi primarily shows

men, whereas BMW has a balanced presence of men and women and women tend to be found more often in the posts.

Context

The "Context" category indicates whether and, if so, in which context the post is located. As Figure 43 shows, for all platforms, brands and markets, no precise information about the context is known in most posts or the posts have a broader context. The first two columns show that, in the general comparison of all brands and markets on Facebook and Instagram, the second most common context is the lifestyle context with 15% on Facebook and 18% on Instagram, followed by the sports context with 15% in each case. Audi USA in particular posts lifestyle content particularly often on Facebook (25%) and Instagram (27%).

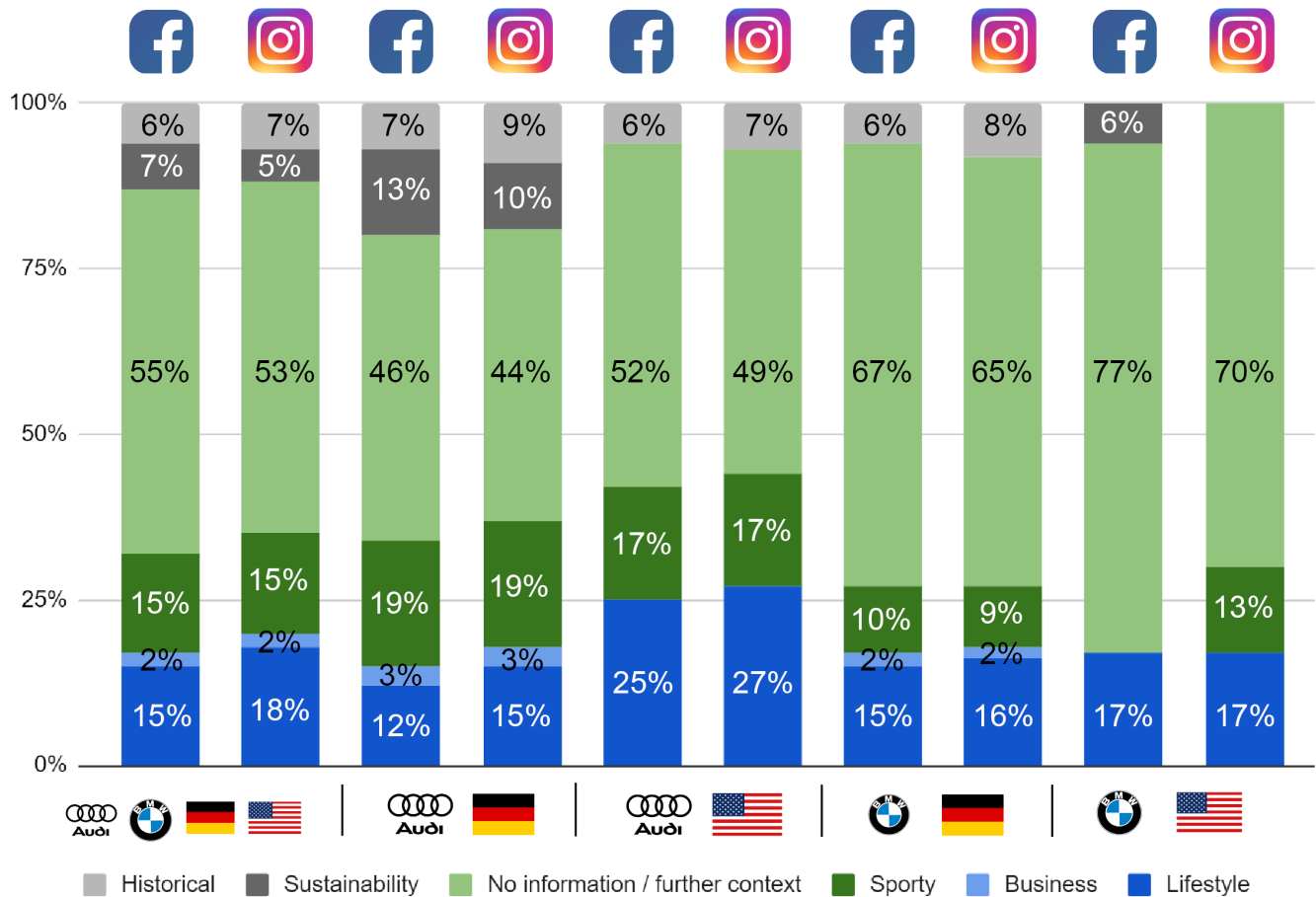


Figure 43: Context Audi and BMW on FB and IG – own illustration

It should also be noted that Audi more often uses a sporty context compared to BMW. Accordingly, 19% of posts from Audi DE and 17% of posts from Audi USA have the "Sporty" characteristic. The Facebook channel of BMW USA is the only channel that does not post any

posts with a sporty context. In addition, Audi DE publishes 13% of posts on Facebook and 10% on Instagram that deal with the topic of sustainability. Apart from Audi DE and the American Facebook account of BMW, no other channels post articles in a sustainability context.

Tags

The "Tags" category shows whether and, if so, who the automotive brands tag in their posts or with whom they collaborate. Most posts do not contain a tag. It is noticeable that there are far fewer links on Facebook in particular and that some of the people who appear in the posts only have an Instagram account and no Facebook account.

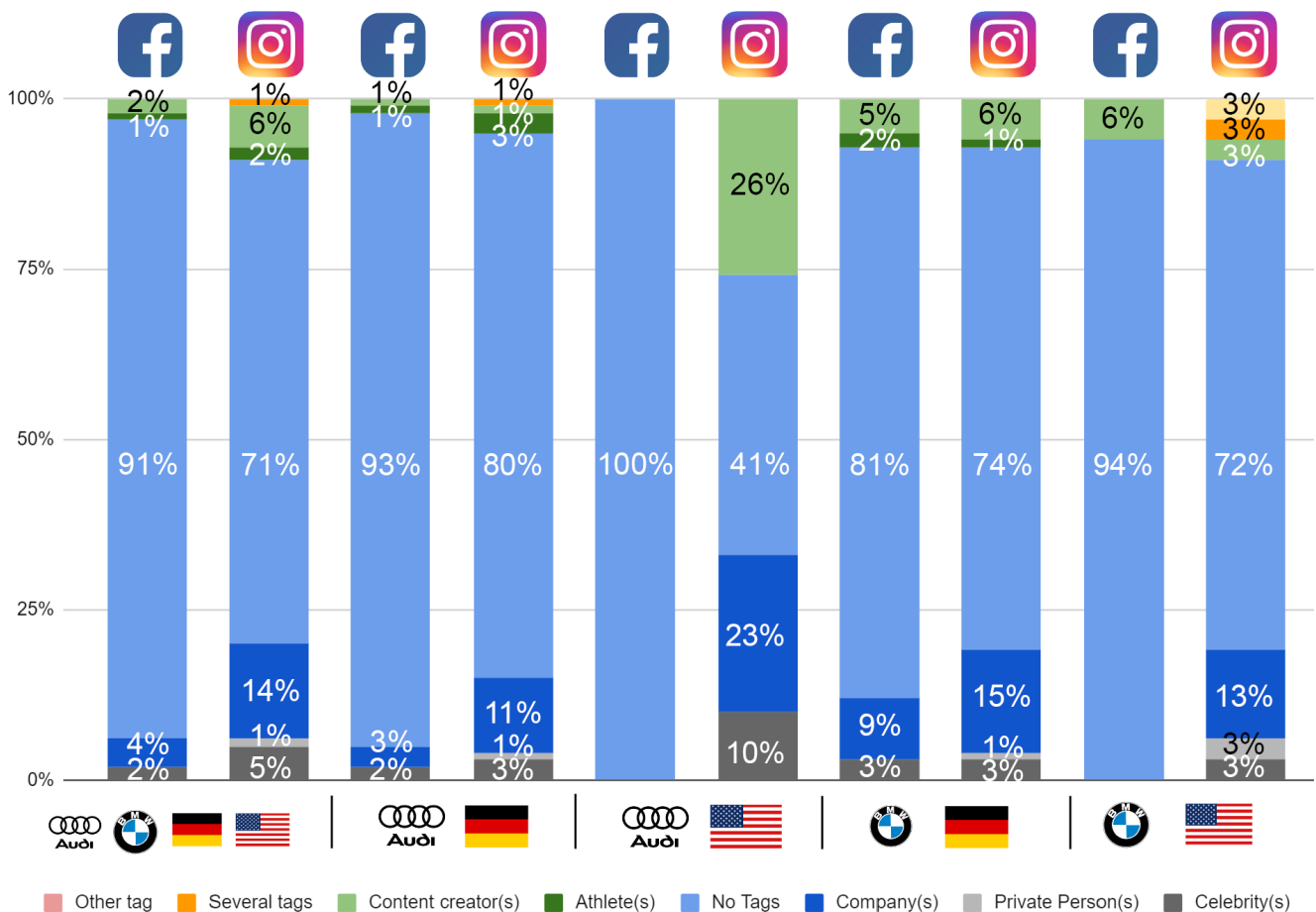


Figure 44: Tags Audi and BMW on FB and IG – own illustration

Figure 44 shows in the first two columns shows that in the general comparison of all brands and markets on Facebook and Instagram, companies are the second most frequently linked. This can be explained by the fact that brands often organize events in cooperation with organizations, which are then tagged in the posts. In this regard, Audi's American Instagram account has a considerable share of 23% and BMW's German Instagram account 15%. Audi

USA additionally frequently cooperates with content creators on its Instagram, tagging them in 26% of its posts. Furthermore, Audi USA is the only channel to reach the 10% mark in the "Celebrity(s)" category, while the other channels rarely work in collaboration with celebrities. It should also be emphasized that Audi USA is 100% untagged on Facebook and BMW USA is 94% untagged on Facebook. Consequently, the general statement can be made that more is tagged on Instagram.

Influencer/Cooperators and Amount of Followers of Tagged Entity



	Name:	Follower:
 	Linus Strasser	24.000
	Chris Evans	No Facebook
	Reisinger Studio	1.867
	BIG - Bjarke Ingels Group	210.806
	Auditradition	No Facebook
 	Bjarke Ingels (BIG)	171.024
	Chris Evans	No Facebook
	Peter Mosoni	17.040
	Badmomzjay	No Facebook
	Tscheelo	No Facebook
 	BMW Park	No Facebook
	e_ink	No Facebook
	Biathlonworld	No Facebook
	Brotundbutterfahrer	26
	Annie Carpendale	803.703
 	Girlsgear	No Facebook
	Julian Struff	17.071
	BMW Open	No Facebook
	Shuja	No Facebook
	Christopher Walken	No Facebook
	Usher	52.000.000

Figure 45: Influencer/Cooperators and amount of followers of tagged entity Audi and BMW on FB – own illustration

This analysis refers closer to the tagged accounts and their number of followers. As previously mentioned, significantly fewer accounts or people were tagged on Facebook. In addition, many of the units mentioned do not have their own Facebook account and are therefore only available on Instagram. This makes the tagging slightly less relevant, as the account cannot be found on Facebook at all. Nevertheless, there are a few accounts that are also active on Facebook and have a high reach. As Figure 45 shows, the most influential account due to its 52 million followers is the Usher account mentioned by BMW. Followed by the second largest Facebook channel, the Annie Carpendale account tagged by BMW DE, which has 803,703 followers, and the BIG - Bjarke Ingels Group account mentioned by Audi DE with 210,806 followers. Other channels are significantly smaller than those already mentioned, which is why they are not discussed in detail.

In this analysis, it is remarkable that BMW works with many well-known accounts on Facebook that have a greater reach. In direct comparison, Audi focuses less on this.



Name:	Follower:	Name:	Follower:
Emil Bergkvist	7.155	Freiwillige Feuerwehr Kampen	472
Dakar Rally	2.200.000	Badmomzjay	600.000
Matthias Ekström	126.000	Cheelo	45.900
Lucas Cruz	22.000	BMW Park	2.745
Audi Sport	2.600.000	FCB Basketball	321.000
Carlos Sainz	774.000	BMW München	21.200
Stéphane Peterhansel	22.400	Luma Foto	3.106
Edouard Boulanger	4.098	Sally Bowles	538
Kai Pflaume	813.000	E_ink	2.160
Felix Neureuther	564.000	Biathlonworld	218.000
Benedikt Boehm	8.400	BMWSports	4.350
E.A.T. International	66.100	Peter Mosoni	12.000
E.A.T. Icerace	22.600	BMW Berlin	1.295
Auditradition	89.200	Girlsgear	5.080
Deutsches Motor- radmuseum	1.138	Annie Carpendale	617.000
W.R. Lena	770	BMW Open	22.800
Chris Evans	18.100.000	Mttciphitos	3.219
Andres Reisinger	548.000	ATP Tour	2.900.000
Bjarke Ingels	907.000	BMW M	10.200.000
Big Builds	696.000	Coachella	3.500.000
Jeremy Cliff	106.000	Shuja_d_x_b	13.900
E.A.T. Icerace	22.600	Christopher Walken	No Instagram
Dindocap	26.500	Usher	13.100.000
Aspensnowmass	32.500	Ashleyparklady	3.000.000
FIS Alpine	422.000	Bisa Butler	302.000
Chris Evans	18.100.000	BMW Group	158.000
Matt Magnino	12.000	Esther Mahlanguar	30.200
Astro Dad 86	182	Frieze official	1.100.000
1 Hotels	279.000	Womans Bimmer Club	7.400
1 Hotel Hanaleibay	75.200	BNP Paribas Open	345.000
		Carlos Alcaraz	4.700.000
		BMW Performance Drivingshools	21.000

Figure 46: Influencer/Cooperators and amount of followers of tagged entity Audi and BMW on IG – own illustration

Figure 46 shows the results regarding tagged entities on Instagram. This platform on the other hand, uses significantly more tags and, unlike Facebook, there are some accounts with a wide reach. For example, Audi mentions Chris Evans' account, which has 18 million followers, the Audi Sport account with 2.6 million followers and the Rally Dakar account with 2.2 million followers. BMW Germany's highest-reach account is "ATP Tour" with 2.9 million followers, as well as Annie Carpendale with 617,000 and Badmomzjay with 600,000 followers. In a direct comparison between Audi DE and BMW DE, Audi DE is better positioned than BMW DE in terms of reach and the number of tagged accounts. Regarding the American Audi account, further accounts with a wide reach can be found here, although significantly fewer than on

the German Audi channel. Among others, Chris Evans is again tagged with around 18 million followers, as well as the second largest account "FIS Alpine" with 422,000 and "1 Hotels" with 279,000 followers. In contrast, BMW USA is better represented here, as several accounts with a wide reach are tagged. Repetitive, Usher's account with 13 million, BMW M with 10.2 million and Carlitos Alcarazz's account with 4.7 million followers were mentioned here. In summary

BMW uses on Facebook and the American Instagram account better-known and higher-reach accounts, while Audi uses better links on the German Instagram account.

5.3 KPI-Analysis

In the following section, the KPI analysis complements the previous content analysis and provides deeper insights about the individual performance of the posts. This allows more precise statements to be made about the degree of success of the respective channels. After a wide variety of aspects, such as posting behavior and social media orientation, were examined in detail in the formal and content categories, the KPI analysis now focuses more closely on the 10 best posts on Facebook and Instagram. The two key figures "post interaction rate" and "engagement rate" are used for this purpose, as these parameters, are the most meaningful in order to put the posts in relation to the respective channel or community. The 10 Facebook and Instagram posts with the highest interaction rate and engagement rate are discussed below.

On Facebook, 8 of the 10 best performing posts are from BMW DE and only two posts are from Audi DE. Not a single American account of both brands is included in the top 10 posts. This indicates that the German accounts create and publish more successful content on Facebook, with which the target group interacts more frequently than the target group of the American accounts. Similar on Instagram, with 7 of the 10 best performing posts being from BMW DE and only 3 posts from Audi DE. Again, there is not a single American account among the top 10 posts, meaning that the German accounts also publish more successful content with a higher interaction rate.

In the following, various categories, primarily the content categories, are examined, as the formal categories have less significance in relation to the KPI analysis and the content categories help to recognize which type of content users like best. For each category, the result from Facebook is explained above the graphic and while the result from Instagram is explained below it.

Type of Content

As Figure 48 shows, 80% of the most successful posts are feed posts, 20% of which are Carousel feed posts. Surprisingly, no video made it into the top performing posts on Facebook.

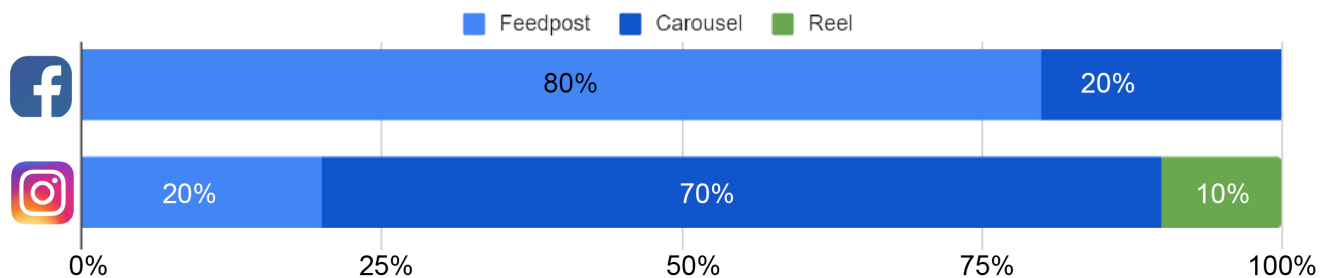


Figure 47: Type of content KPI analysis on FB and IG – own illustration

On Instagram, the situation is more differentiated. Carousel feed posts are the most successful posts here at 70%, followed by normal feed posts at 20% and reels at 10%. Again, reels recorded the lowest number of views, what is very surprising given the trend towards moving images. Based on this analysis data, it can be deduced that car manufacturers should work primarily with feed posts on Facebook and primarily with carousel feed posts on Instagram.

Model/Type

A closer look at the "Model/Type" category reveals that 40% of the vehicles shown in the top 10 performance posts are SUVs and 30% each are limousines and estate cars. According to the study, postings in which SUVs, limousines and estate cars are shown achieve the best performance on Facebook and SUVs are the most popular vehicle type.

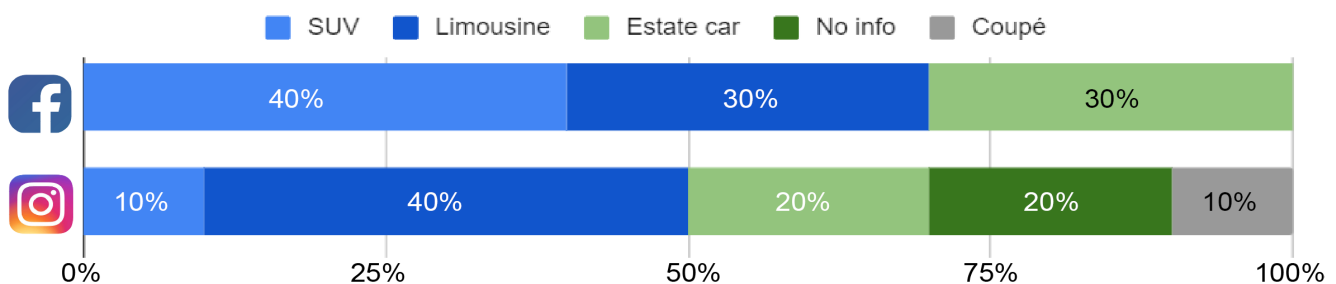


Figure 48: Model/type KPI analysis on FB and IG – own illustration

Instagram displays different results. Here, the limousine is the most popular vehicle type with 40%, followed by estate cars and the "no information" category. Coupés and SUVs are represented in the top 10 performance posts with only 10% each. In summary, it can be stated that the ratio of car models on Facebook is relatively balanced. SUVs as well as limousines and

estate cars are well received by users. On Instagram, limousines clearly stand out from the other vehicle models.

Version

90% of the top 10 posts in this category on Facebook are normal versions and only 10% are high performance versions. This means that normal vehicles and not the high-performance M or RS models receive the best posting performance.

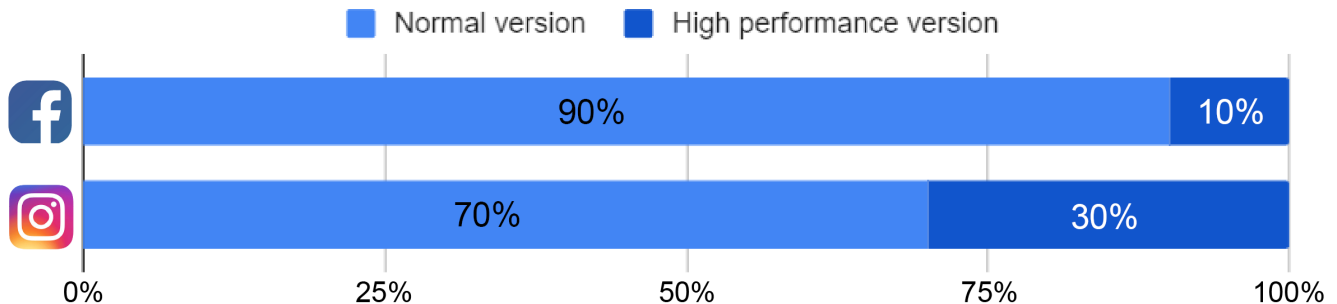


Figure 49: Version KPI analysis on FB and IG – own illustration

Similarly, on Instagram 70% of the most successful posts are normal versions and 30% are high performance versions. This analysis confirms that it is not always the most powerful sports cars with eye-catching designs that generate a high level of interaction. On the contrary, normal and affordable models are more popular with users.

Production Time

With regard to the characteristic "Production time" 100% of the 10 most successful posts on Facebook show current vehicles from 2020 - today.

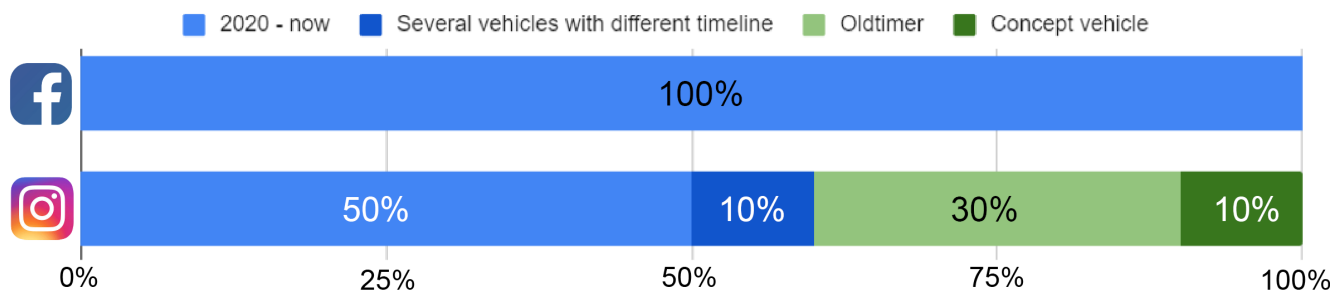


Figure 50: Production time KPI analysis on FB and IG – own illustration

On Instagram, on the other hand, only 50% of posts are current vehicles from 2020 - today; classic cars are also popular, accounting for 30% of the most popular posts. Several vehicles with different timeline and concept vehicles follow with 10% each. Remarkably, this analysis

shows that on Facebook, the 2020 - now characteristic has the best performance at 100%, while on Instagram, the posts with the strongest performance are spread across several characteristics. It is therefore recommended that Instagram continues to work with posts that show old-timers, for example.

Vehicle Category

In the "Vehicle category", 80% of the strongest performing posts are full-electric and 20% are combustion engine as Figure 52 shows. It should be emphasized that the car manufacturers have gradually managed to convince the target group of the initially critically evaluated fully electric vehicles, so that these types of posts now represent 80% of the most popular posts.

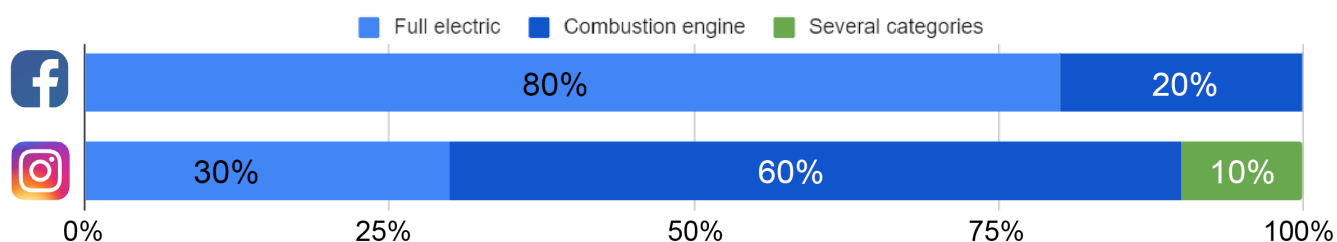


Figure 51: Vehicle category KPI analysis on FB and IG – own illustration

On Instagram, on the other hand, the majority of the most popular posts (60%) are vehicles with combustion engines and only 30% of posts are fully electric vehicles. This shows that Instagram users are not yet entirely comfortable with futuristic, fully electric vehicles. This observation is often reflected in the comments. In summary, it can be noted that both channels differ in this category. However, this is also likely to change on Instagram in the next few years, as both brands are aiming to electrify their fleets and will therefore publish more posts about fully electric vehicles.

Topic of the post

With regard to the category "Topic of the post", 100% have the topic of product presentation, which mainly centers on the product. In addition, 20% of the posts also linked to the "1600 Accessory" attribute, according to which the posts are about accessories for the vehicles.

Figure 53 shows that 100% of posts on Instagram also have the variable of product presentation and an additional 10% each show sports events and other events.

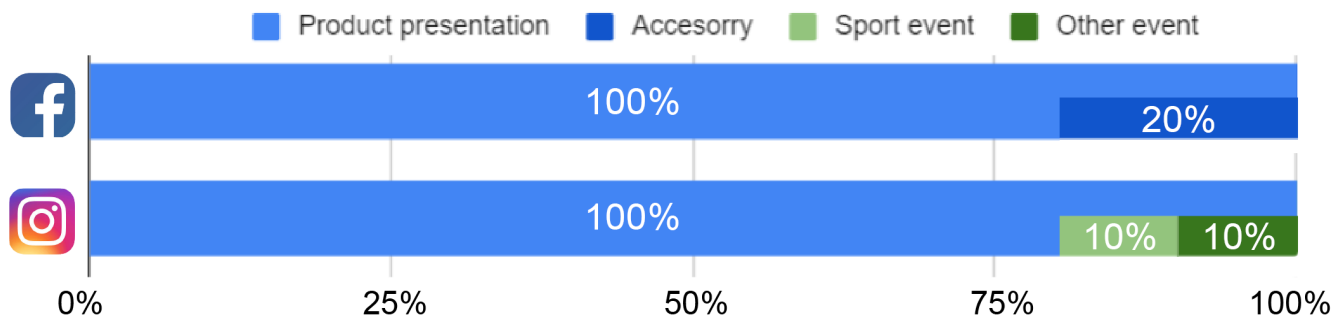


Figure 52: Topic of the post KPI analysis on FB and IG – own illustration

Notably, direct product presentations are the most popular on both platforms, rather than other features such as lifestyle or event posts. However, cars are also very complex and emotional high involvement products, which explains the high product focus.

Purpose of the Post

In the "Purpose of the Post" category, Figure 54 shows that all of the 10 most successful posts on Facebook also have the purpose of providing product information and are therefore always about cars. Furthermore, 20% of the posts also have the "Comment" feature, according to which users are asked to comment, thereby contributing to a positive performance on the channels.

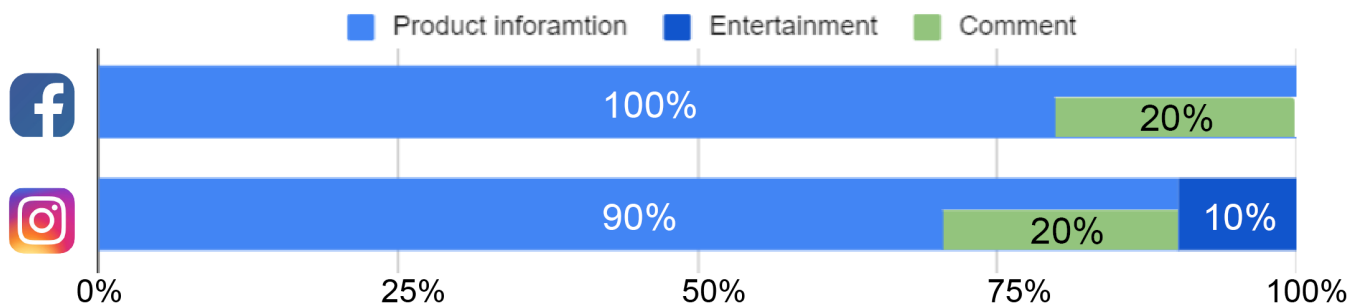


Figure 53: Purpose of the post KPI analysis on FB and IG – own illustration

Similarly on Instagram, 90% of the most successful posts have the purpose of product information, whereby 20% have the characteristic of commentary. Entertainment posts make up to 10% of the top 10 performance posts on Instagram. As with the "Topic of the post" category, vehicles as a product are the focus of all leading posts, which can be explained due to the complexity and emotionally high involvement products.

Actuality

In the "Actuality" category, 80% of the posts have no relation to the time of their publication. In each case, 10% of posts are related to seasonal activities and public holidays.

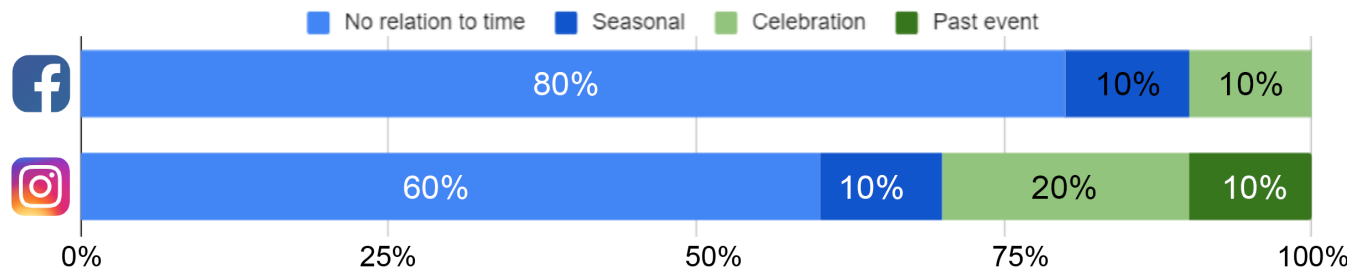


Figure 54: Actuality KPI analysis on FB and IG – own illustration

On Instagram, the value of posts with no relation to the time of broadcast is slightly lower at 60%. Here, 10% of posts also have a seasonal reference, 20% of posts are related to celebrations and a further 10% of posts are related to past events. It's remarkable that the majority of the top-performing posts are not related to current topics and only a few popular posts with seasonal themes, celebrations or events appear.

Motif

In the "Motif" category, 60% of the most successful Facebook posts show the entire individual vehicle, from which it can be deduced that users like to see the entire vehicle. In 20% of cases, the "Vehicle & Person(s)" category applies, what concludes that people also like to be seen in connection with the vehicle. In each case, 10% of the posts show detailed shots of the interior and exterior of the vehicle.

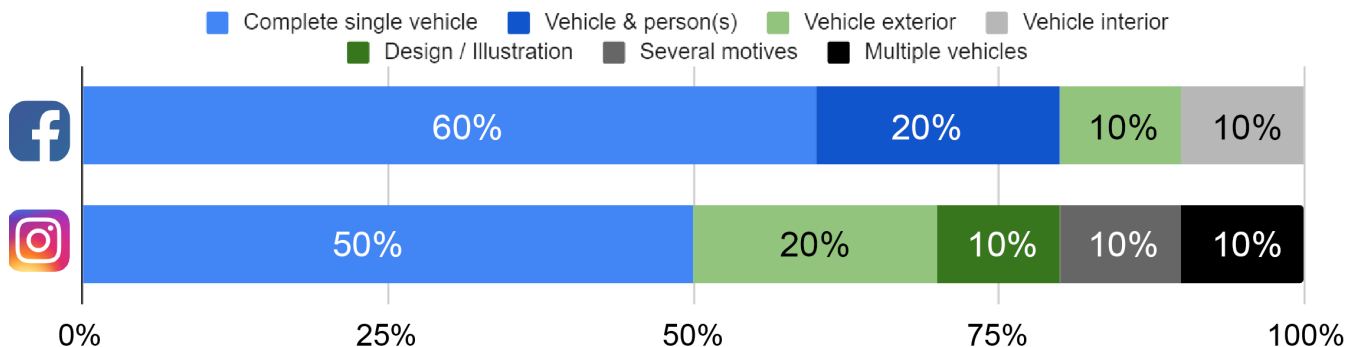


Figure 55: Motif KPI analysis on FB and IG – own illustration

On Instagram, the majority of the strongest performing posts also show the complete single vehicle. Unlike Facebook, there are no posts with a focus on vehicles and people among the top 10 posts on Instagram. Here, "Vehicle exterior" has the second-highest value at 20%,

followed by "Design / illustration", "Several motifs" and "Multiple vehicles" with 10% each. On both platforms, it is advisable to display the entire vehicle based on the evaluation. However, other motifs are also in demand, which is why a variety of different motifs with the strongest focus on the entire vehicle is the best option.

Product Focus

As can be seen in Figure 57, the category "Product focus" has a high product focus in 80% of the most popular Facebook posts and a normal product focus in 20% of the posts.

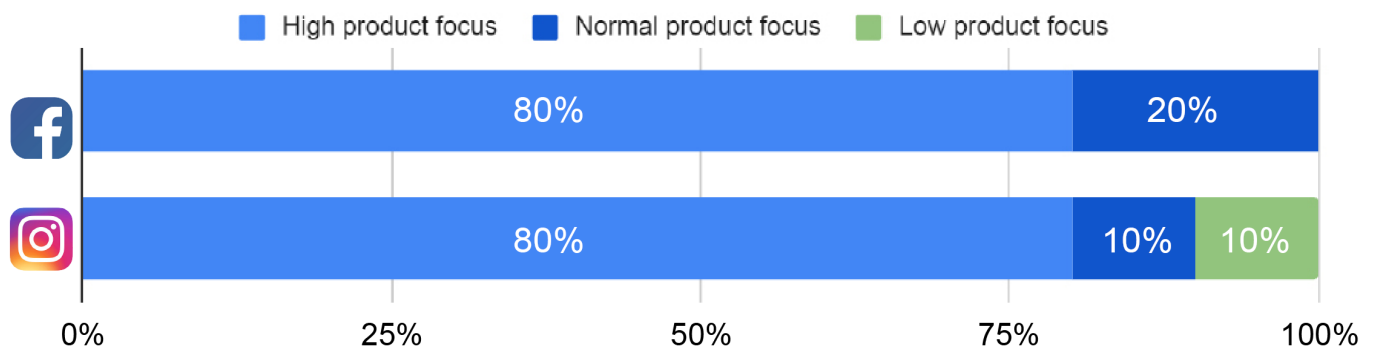


Figure 56: Product focus KPI analysis on FB and IG – own illustration

On Instagram, 80% of posts also have a high product focus, followed by 10% of posts with a normal and 10% with a low product focus. Here, it is also surprising that posts with a high product focus perform most successfully and not the posts in which the vehicle is presented on the periphery. This is probably due to the fact that cars are very extensive and emotional high involvement products, which means that the user even explicitly wants to focus on the product and sees this as the most interesting object of the posts. This also indicates that the followers of both car manufacturers have primarily subscribed to the channels to receive updates on vehicle models.

Colors

With regard to the "Colors" category, 90% of the most successful posts use a combination of dark and light colors. Only 10% of the posts have only light colors, which means that posts with light and dark combined colors are generally the most popular.

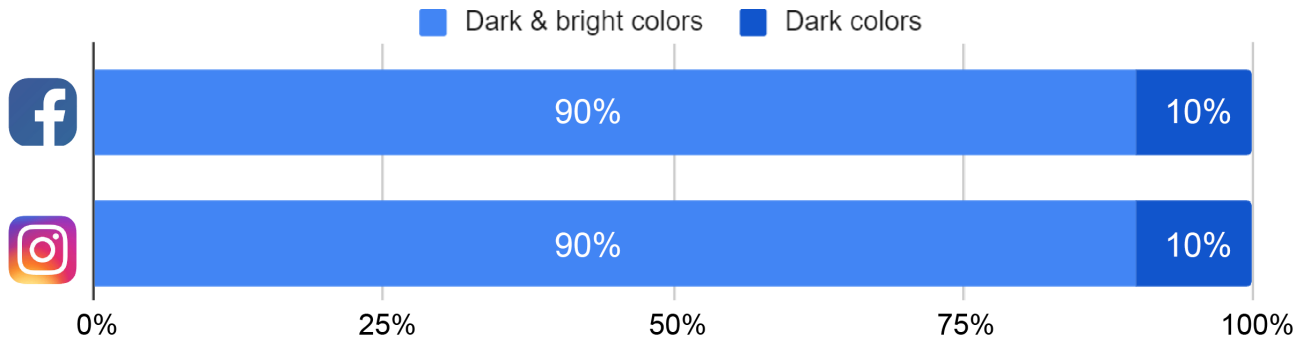


Figure 57: Colors KPI analysis on FB and IG – own illustration

The same finding can be noted on Instagram. However, both colors are present in almost all posts, partly because either the vehicles or the sky and sun are bright and shadows, tires, rims, etc. are usually dark. In this respect, no significant correlation can be established between these parameters and performance.

Ambiente

With regard to the ambience of the posts, 30% of the contributions have the characteristic "Other / different ambience / no information", according to which it is not possible to say exactly in which ambience the contribution is set. This is partly due to the fact that it is often not possible to identify the exact environment in which detailed shots are set. In addition, 20% of the posts have the characteristics "On the road in urban area" and "In urban area not on the road".

These key figures indicate that posts set in an urban environment perform better than other posts. 10% of the entries each have the characteristics "On the road in landscape area", "On the road on racing track" and "Private property".

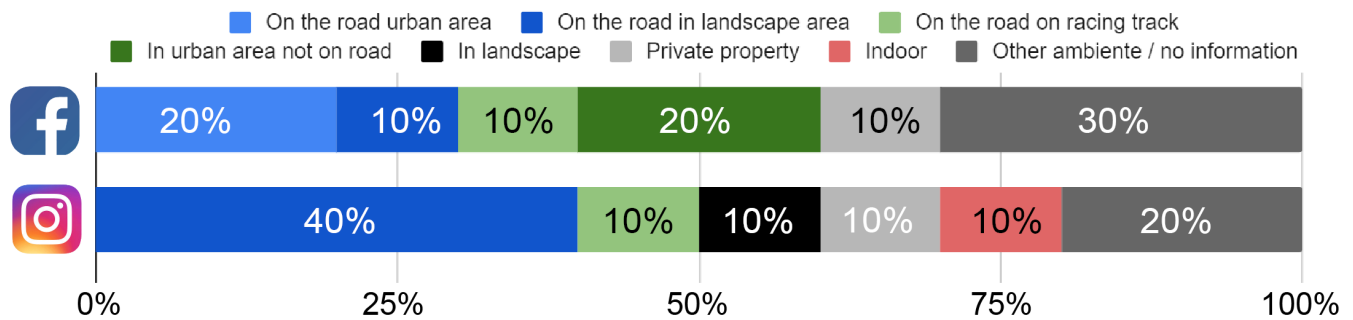


Figure 58: Ambiente KPI analysis on FB and IG – own illustration

Other results can be found on Instagram. Accordingly, most of the strong performance posts have the characteristic "on the road in landscape area", according to which users like to see vehicles on the road in the landscape panorama and the emotional conditioning scheme is used. In 20% of the entries, there is a different setting or no information on the ambience. 10% of the contributions each have the characteristics "On the road on racing track", "In landscape", "Private property" and "Indoor". In summary, the variation of different ambiances makes sense on both platforms, whereby vehicles on the road in landscape areas are also increasingly popular on Instagram and it is therefore recommended to choose more posts with a landscape background on this platform.

State/Condition

In the "State/Condition" category, 60% of the vehicles on Facebook are shown in a parked state and 30% of the vehicles are shown in motion. For the last 10%, there is no precise information on the condition of the vehicle.

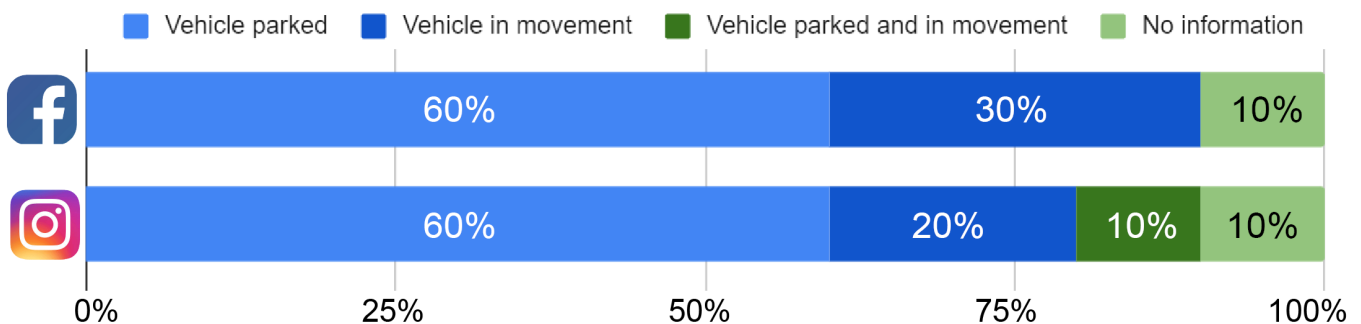


Figure 59: State/condition KPI analysis on FB and IG – own illustration

On Instagram, 60% of the strongest performing posts are also shown in a parked state. Vehicles in movement reach 20%, followed by the "Vehicles parked and in movement" and "No information" variants. A striking aspect here is that parked vehicles perform best on both

platforms and vehicles in motion only account for half of the most popular posts. Accordingly, the brands should primarily publish posts in this state.

Number of actors/persons

In terms of the number of actors/persons, 80% of the most successful Facebook posts show no people and 20% show one person. Accordingly to Figure 60, posts in which only the product is shown without a person are often better received by users .

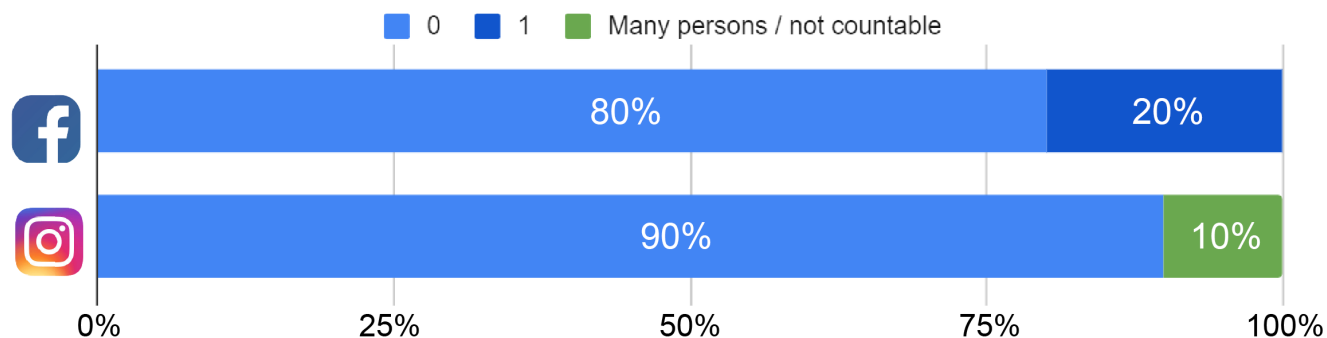


Figure 60: Number of actors/persons KPI analysis on FB and IG – own illustration

This also applies to Instagram. Here, no person is shown in 90% of posts. Only 10% of the best performing posts show several people. As with the "Motif" and "Product focus" categories, there is a tendency towards posts that only show the product itself and in full focus.

Gender of actors/persons

With regard to the gender of actors/persons, 80% of posts on Facebook do not contain a person. 20% of the most successful posts contain a female person, according to which female models or actors are more popular by the users.

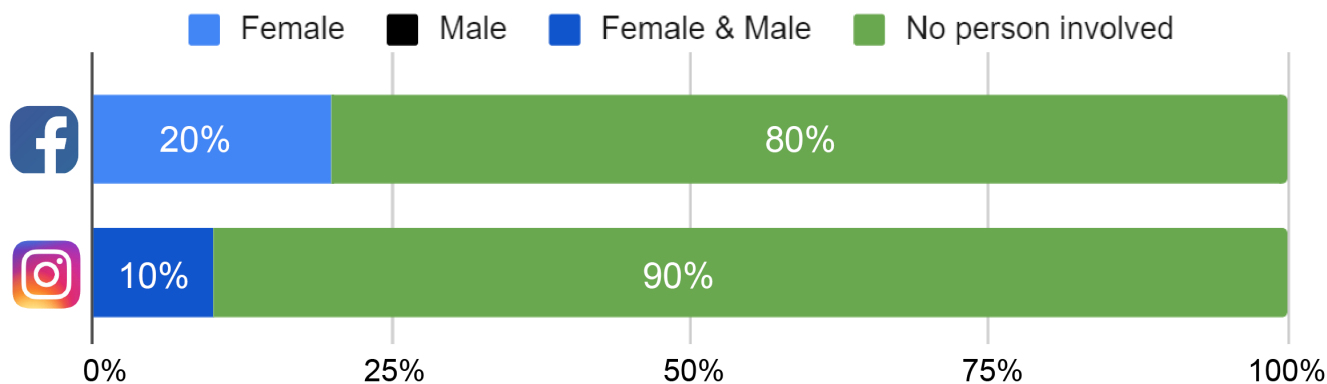


Figure 61: Gender of actors/persons KPI analysis on FB and IG – own illustration

As shown in Figure 62, 90% of the best-performing posts on Instagram do not contain a person. This confirms the finding that users focus entirely on the product. 10% of the most successful posts contain both genders.

Remarkably, none of the top 10 posts feature a male person. The reason for this may be the predominantly male target group, which prefers to see female models. On the other hand, it may be that the selected male models are not so popular with the target group. A possible attempt here would be to work with other models, e.g. soccer stars, to create a higher level of acceptance.

Context

In terms of context, 80% of the most popular posts on Facebook have no specific context, while 10% of posts have a lifestyle or sports context.

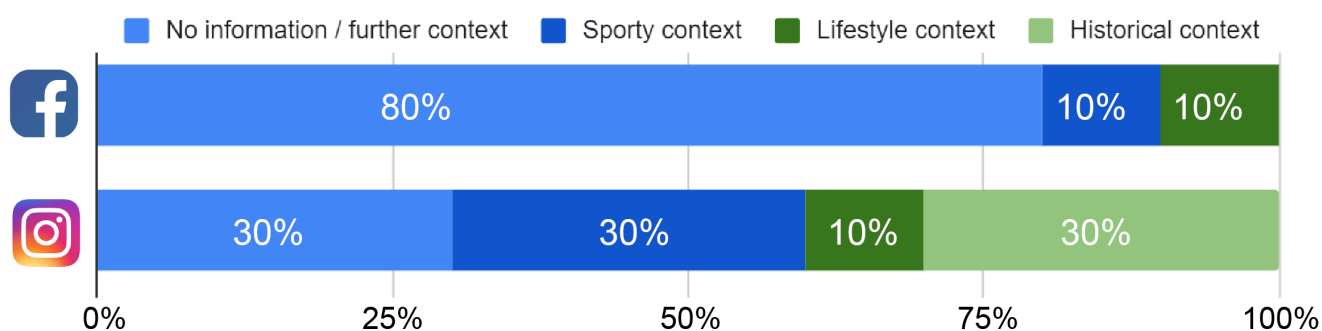


Figure 62: Context KPI analysis on FB and IG – own illustration

On Instagram, however, the selection of context is divided into several different characteristics. The characteristics "No information / further context", "Sporty context" and "Historical context" each achieve 30% of the top 10 posts, followed by "lifestyle context" with 10%. Accordingly, there is a clear difference between the two platforms. On Facebook, the context has less influence, whereas on Instagram the variation of the characteristics "No information / further context", "Sporty context" and "Historical context" achieve the best results.

Tags

100% of the most successful Facebook posts have no tags, which is very surprising as tags provide additional reach. This may be due to the fact that many people or companies do not have a Facebook account and less use is made of tags on Facebook.

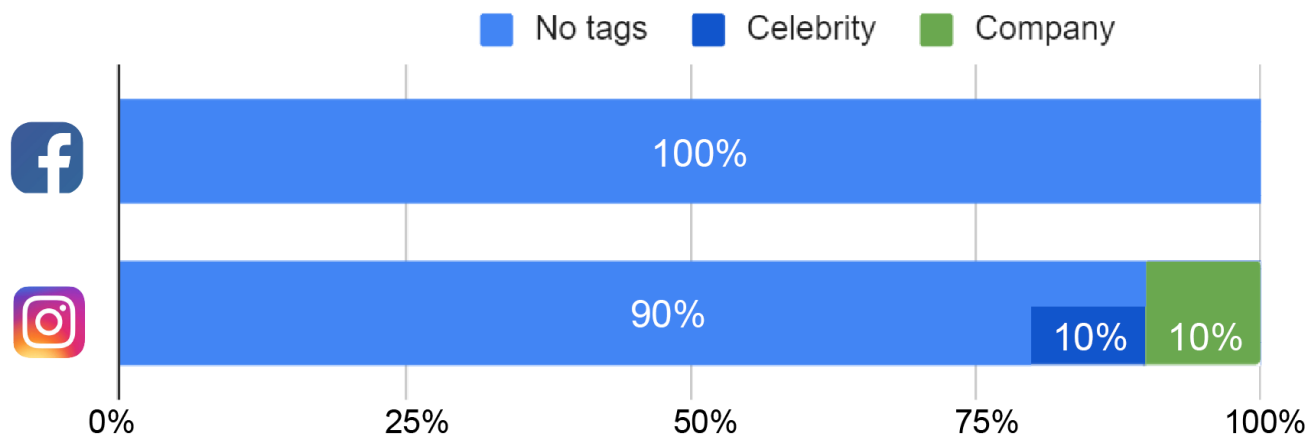


Figure 63: Tags KPI analysis on FB and IG – own illustration

As can be seen in Figure 64, the value of posts without a tag on Instagram is also surprisingly high at 90%, although tagging is actually an important component for generating reach on Instagram. Celebrities and companies each account for 10% of posts.

In summary, it is possible that the wrong cooperation partners are being used that are not accepted by the target group. A new selection that shows better known or more popular role models could cause an increase in the performance of contributions through tags.

6 Results and Summary

6.1 Content Analysis

In summary, the results of the content analysis show that there are significant differences between the Audi and BMW accounts in many categories between the analyzed social media strategies. The analysis of the German and American markets also reveals differences in their approaches, which are summarized below and thus contribute to answering the first two research questions „How and at which points do the social strategies of Audi and BMW differ on an international level (Germany / America)?“ and „Which strategy are the companies in general approaching and what do they want to reach with that strategy?“

It was determined that in terms of the number of posts, both brands pursue a strategy of publishing more posts on the German channels than on the American channels. Audi DE in particular stands out from the other accounts. The finding shows that Audi and BMW pursue a more intensive posting strategy on the dominant German market than the American accounts. This allows them to reach more people and achieve a higher level of engagement from the domestic target group. It is also noticeable that Audi's approach differs from BMW's strategy due to more frequent publication with more than twice as many posts, which is also confirmed by the Posts/Day value. Regarding Facebook and Instagram, roughly the same number of posts are posted on both platforms (Facebook 229 posts, Instagram 247 posts), which shows that there is almost no difference between the platforms in terms of the number of posts. The respective brands and markets and even the distribution of content on the two platforms Facebook and Instagram also differ in terms of content type.

As already explained in detail in section 5, the different accounts of both brands work with different formats. A consistent trend cannot be identified here, as almost every channel publishes different frequencies of post types, to reach the target audience comprehensively across all formats. However, in general the post types are fairly equally distributed, with the Carousel feed post being used most frequently. With regard to the comments, it can be noted that both brands usually only respond to positive comments or questions. Audi pursues the approach of the more active party and generally communicates very frequently and intensively with the target group in order to establish a good relationship with them. BMW, on the other hand, makes less effort and therefore pursues a more passive strategy. It is noticeable that

Audi and BMW use longer description texts on the German channels than on the American channels and, in contrast to these, provide more detailed information about fuel consumption and CO² emissions. In general, the description texts on Facebook are somewhat longer than the texts on Instagram, partly because embedded links are often used on Facebook. Audi also integrates text into its images more often than BMW. Emojis are not used in the posts of the majority of accounts. One exception is the German BMW accounts, which on average contain two emojis in their posts. It is remarkable that Audi DE and BMW DE use the same number of hashtags and therefore their strategies do not differ significantly. Audi USA and BMW USA, on the other hand, show differences in their strategies, as Audi USA uses significantly more hashtags than BMW USA. In terms of the use of hashtags, there is generally almost no difference between Facebook and Instagram. On Instagram, an average of one more hashtag is used per post.

The video length of the accounts shows differences in the strategic orientation of the car brands. Audi DE relies on longer videos with elaborate storytelling, which means that their videos have the longest average duration of all accounts. In contrast, the other accounts use videos that are only half as long on average and are less concerned with in-depth messages. As video views are highly dependent on the reach of the accounts, it is not possible to make a general statement here. Nevertheless, it can be stated that video views on Instagram are significantly higher than on Facebook. It is also noticeable that Audi mostly uses different sound elements. BMW does the same, but increasingly uses only one song as the complete video sound.

With regard to the models shown, it should be noted that Audi DE and especially Audi USA post a large number of SUVs. BMW also records high figures for this characteristic, but limousines are also frequently shown. Accordingly, Audi's focus is primarily on SUV sales, while BMW places both SUVs and limousines at the center of its target group. All accounts except for the American BMW Instagram account primarily show normal standard versions, which are therefore primarily marketed for purchase. In contrast, BMW USA's Instagram strategy is to focus on high-performance "M" versions. Both car manufacturers primarily post new cars built in 2020 - now, which are currently available on the market and are therefore pursuing a similar strategy.

In the vehicle category, there are major differences between Audi and BMW. Audi posts a balanced ratio of fully electric vehicles and vehicles with combustion engines as the most

frequent category. BMW, on the other hand, has a higher frequency of fully electric vehicles compared to combustion engines on all accounts except the American Instagram account. The aim is to increasingly promote the new electric fleet and convince the target group of the new electric vehicles. BMW USA also pursues a different strategy on Instagram and posts combustion engines most frequently, which significantly differentiates its strategy from the other accounts.

In terms of the topics addressed in the posts, product presentation is by far the most frequently used topic for both brands. Other topics only account for very small shares, which means that Audi and BMW's strategy is similar in terms of the topics selected. This is also reflected in the purpose of the post, as both car manufacturers also publish product information here for the most part. The majority of the posts are not related to the time of publication, which means that the results of most accounts are similar. In addition to these posts, the American BMW accounts also post more posts advertising future events, while the other accounts post different options. In the "Motif" category, differences between the approaches of the two brands can be seen. While Audi DE primarily depicts the complete single vehicle and various motifs, Audi USA focuses on detailed shots of the exterior. BMW DE, on the other hand, most frequently posts the complete single vehicle, while BMW USA has similarities to Audi DE and mainly pictures the complete single vehicle and various motifs. The analysis thus demonstrates that different strategies are pursued in the selection of motifs. The product focus is the same for both brands and on all accounts, and content with a high product focus is mainly published. There are no significant differences between Audi and BMW here. Both parties try to confront their target group directly with the product. This is also the case with regard to the color palette used. All accounts generally use predominantly dark and light colors in combination. Audi DE, Audi USA and BMW DE primarily show vehicles in "Different ambience / no information", where it is not exactly clear in which ambience the vehicle is shown. BMW USA primarily relies on posts that were captured indoors. The second strongest characteristic used by Audi are posts that were not taken on the road (landscape area). BMW DE, on the other hand, publishes the second most frequently posts that take place on the road (landscape area), BMW USA publishes posts that are shown in different ambiente or giving no information about the ambiente. On the American Instagram account, posts depicting the vehicles in an ambiente not on the road in landscape and urban area are uploaded. It can therefore be seen that the various accounts have different approaches in terms of ambience.

In terms of the condition of the vehicle, it can be stated that all channels most frequently show vehicles in a parked state. The German accounts of Audi and BMW often publish posts showing the vehicle in motion, while the strategy of the American brand accounts differs in that they are often picturing vehicles that are both parked and in motion. All accounts show no people in most of their posts. The second most common account has one person involved in the posts. Other numbers of people are negligible. With regard to the gender of the persons, the specific accounts pursue different approaches. The German Audi accounts, as well as the American Facebook accounts, more often represent male persons, whereas the German and American BMW Instagram accounts primarily represent female persons. The American Instagram account of Audi and the German Facebook account of BMW show both genders to the same extent. Accordingly, BMW's strategy on Instagram is to work more often with female models, while on Facebook male models are preferred. This distinction is not evident in Audi's strategy. With regard to the context of the posts, all accounts most frequently did not provide any precise information or another context was used. The BMW accounts are also characterized by content with a lifestyle context. Audi USA also frequently creates content related to lifestyle, while Audi DE places a greater focus on a sporting context and thus differs from the approach of the other accounts.

It was also found that Facebook uses significantly fewer tags than Instagram. When posts contain links, companies are tagged most frequently on almost all accounts. The American Instagram account of BMW is the only account that tags content creator(s) most frequently. In terms of awareness and therefore relevance of the tagged units, BMW works with accounts on Facebook that have a greater reach. On Instagram, both brands have strong collaborations that are characterized by high reach. While Audi has a slight advantage in terms of tagged accounts on the German market, BMW is slightly better positioned on the American market. Overall, BMW has a slight advantage in terms of collaboration with tagged accounts. Accordingly, both brands are already pursuing individual social media strategies that are characterized by different approaches and differ in their strategy between the respective markets.

Regarding the differentiation of the country-specific brand accounts within the two platforms Facebook and Instagram, there were fewer differences in contrast to comparing all different country specific brand accounts with each other. The brand accounts Audi and BMW have in many cases used similar content with the same categories in their posts on their Facebook and Instagram platforms in the respective market. This can be explained by the fact that the

Facebook and Instagram accounts of the German or American brands usually post the same or similar posts on both platforms. This means that extra content does not have to be produced for each platform and content created can be used directly on several platforms. Only BMW USA and BMW DE have some major differences between the two platforms and pursue different strategies in a specific market.

6.2 KPI-Analysis

In this section the research questions "Which of the social media strategies used by Audi and BMW shows greater success in terms of the relevant KPI metrics?" and "Which kind of content on Facebook and Instagram generates more user engagement?" are answered with the help of the results of the KPI analysis.

A key indicator of whose social media strategy promises the greatest success in terms of key figures is the fact that 8 out of the 10 most successful posts on Facebook and 7 out of 10 on Instagram were made by BMW DE. The remaining 2-3 posts, belong to Audi DE. In conclusion the German BMW account embodies the most popular posts on Facebook and Instagram, followed by Audi DE. It should also be noted that not a single post from the American accounts is among the top-performing posts, meaning that the German accounts are more successful in terms of the relevant key figures.

The analyzed key figure "Follower growth" provides a further indication. In this respect, Audi DE recorded the largest decline in followers on Facebook, followed by BMW DE and Audi USA. BMW USA recorded the smallest decline in followers. On Instagram, the BMW accounts stand out even more. While both Audi accounts recorded follower growth of less than 1%, BMW USA registered more than twice as much follower growth at 2.2% and BMW DE even more than four times as much follower growth (4.3%). This means that BMW is gaining more followers and losing fewer at the same time. However, it should be noted that Audi already has a higher number of followers and it is therefore more difficult to gain new followers. In terms of post interaction rate, BMW DE also achieves the highest value on Facebook and Instagram. Audi and BMW have the same engagement rate on Facebook. On Instagram, Audi is even just ahead of BMW due to the higher number of published posts, which is why the engagement rate is higher in this case. In summary, the research question „Which of the social media strategies used by Audi & BMW shows greater success in terms of the relevant KPI metrics“ can be

answered as follows: BMW DE shows the most promising social media strategy in terms of the relevant KPIs compared to the other accounts.

To answer the research question of which content receives more user engagement, the categories that achieved the best results in the KPI analysis are briefly discussed below. With regard to the "Type of post" category, feed posts with one image were the most successful on Facebook, while carousel posts were the most successful on Instagram. As a model type, SUVs achieve the best posting performance on Facebook and limousines on Instagram and should therefore be posted at regular intervals. On both platforms, the normal standard versions of the vehicles generate the most promising results. With regard to the production period of the vehicles, new vehicles from 2020-now also achieve the best results on both platforms. It is primarily fully electric vehicles that achieve the highest range on Facebook. On Instagram, on the other hand, it is the vehicles with combustion engines.

The categories "Topic of the post" and "Purpose of the post" show that posts with product presentations or product information achieve the best results on both platforms. In terms of actuality, the posts do not necessarily have to be timed to a specific event. On Facebook and Instagram, posts with no relation to the time of publication are the most popular. In addition, it seems sensible to frequently show the complete single vehicle in posts, as this type has the most successful posts on both platforms. Furthermore, the product should be the focus of social media posts and showcased with the help of contrasting colors. In the "Ambience" category, "Other ambience / no information" on Facebook and "On the road in landscape area" measured the most successful key figures, meaning that these two characteristics should be taken into consideration when creating a post. However, the other characteristics also achieve high figures in the evaluation, which means that a combination of the categories can be advantageous for Audi and BMW.

With regard to the condition of the vehicle, it is remarkable that parked vehicles appeared most frequently among the 10 strongest performers. It was also found that vehicles alone and without any additional representation of people achieved the best results. If people are to be integrated into the posts, it is recommended to integrate female persons on Facebook and both male and female persons on Instagram in the posts. Context plays a less important role on Facebook, with the most successful posts showing the characteristic "no information about the context and a further context". On Instagram, on the other hand, the characteristics "No information / further

context", "Sporty context" and "Historical context" are the most popular, which is why a combination of all three characteristics can make sense. As already mentioned, Facebook does not use tags, which is why none of the most successful posts contain a tag. On Instagram, the majority of the most successful posts are also not tagged; in some cases, collaborations with a celebrity or a company are shared in the posts.

Concluding from the KPI analysis the best-performing posts in terms of interaction rate and engagement rate often differ between the Facebook and Instagram platforms and within the various categories, meaning that no general strategy can be developed for both platforms. In this respect, the social media activities of BMW DE, which represent the most promising approach, can be used as a guide. However, every other company requires a strategy tailored to the platform that addresses specific characteristics and integrates them in the best possible way, taking into account the recommendations of the KPI analysis. This can also be explained by the fact that the two platforms have different target groups as users, which therefore also need to be addressed differently. In addition, posts that focus entirely on the product are often the most popular on both platforms and that users want to have full focus on the product, in this case the vehicles. This can be explained by the fact that cars are very emotional and impressive products for many people and are very interesting for users due to their high involvement as a single motif. However, it should also be taken into account that the analysis period only covers 3 months from winter to spring and therefore it is possible that other events, seasonal activities or other cooperation partners could be involved in the social media activities in a different time period.

7 Conclusion and Outlook

The analyses carried out compared the different Facebook and Instagram accounts of the Audi and BMW brands and examined which strategy they pursue, how the respective strategies differ from each other and which approach was most successful in terms of the relevant KPIs.

It was revealed that in a comparison between the two platforms Facebook and Instagram, Instagram has increased usage and interaction as well as greater potential. While all Facebook accounts are experiencing a decline in followers, all Instagram accounts have a growing amount of followers. Content also receives much more engagement on Instagram in the form of likes, comments, shares and views. In this sense, it seems reasonable to use Instagram as the most relevant platform and also to consider other platforms such as Tik-Tok or YouTube in future analyses.

Furthermore, it was found that BMW DE pursues the best approach with its strategy and records the highest interaction and the strongest follower growth. Among other things, this results from the selection of popular content categories, varied and appealing posts as well as a balanced number of posts. However, it should also be noted that the best-performing German BMW Instagram account was set up very late and therefore has fewer followers, making it easier to build up new followers and achieve higher interaction rates. Audi DE also has a solid social media strategy and benefits from the extremely frequent publication of posts and the selection of popular content categories as well as varied and appealing posts. According to this, the German accounts of the two brands are significantly more successful than the respective American accounts, which could be due to the fact that they are German companies and therefore interact better with the German target group. In contrast, the American accounts have more followers, but do not seem to be able to reach the target group in a precise and appealing way. The strategy and posting behavior of German accounts demonstrated notable differences from that of American accounts across numerous categories, which means that the strategies have different levels of success.

The recommendations formulated in section 6 offer ideal points of reference for implementing these in the social media strategy and thus increasing the success of social media activities. However, every company has different requirements, offers different products or services, addresses different target groups and pursues different goals.

It is therefore not possible to develop a general concept for every company. Each company must develop a specific and customized strategy for the respective target. Furthermore, a strategy is not created once and can then be implemented for all time. It is therefore extremely important to continuously adapt the strategy to changing market and economic forecasts, competitive behavior and changes in the target group and platforms in order to guarantee long-term success. For American accounts in particular, it is advisable to publish posts at more regular intervals and also to improve community management and interact more with users. This would help to build a good relationship between the company and the target group, improve the engagement rate and post-interaction rate of the account and thus achieve an increased brand presence on the American market.

Furthermore, increased collaboration with cooperators and influencers could also be used to benefit from their reach and ideally reach the target group through the strategic selection of partners. This is done surprisingly little by all accounts. More research is needed here, as influencer marketing is a broad field and therefore needs to be dealt with in more detail. This master's thesis provides general knowledge specifically for the international automotive industry that can be applied or transferred by comparable companies. Moreover, the thesis makes a scientific contribution to closing of the research gap mentioned in section 1.3.

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Cars: BMW drivers in Germany:

<https://www-statista-com.ezproxy.hnu.de/study/106262/car-makes-bmw-drivers-in-germany/>

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9 Appendix

Codebook:

Formal criteria			
Category	Characteristics	Explanation	Example
Coder	1 Kevin Kocian	Category "Coder" indicates who collected the data.	A contribution analyzed by Kevin Kocian is coded with the number 1.
Medium	F = Facebook I = Instagram	The medium on which the post is made is coded.	A Facebook post is coded with F.
Brand account	10 Audi DE 20 Audi US 30 BMW DE 40 BMW US	The account and its origin are coded.	A contribution from Audi DE is coded with the number 10.
Type of Content	100 = Feed post 110 = Feed post Carousel 120 = Reel / Video	This indicates what type of content the contribution is.	Content that is posted as a reel is coded with the number 120.
Post link	URL	The link is archived so that you can view and assign the post later.	https://www.instagram.com/audi/?hl=de
Post number	123	To make the contributions clearly identifiable, they are numbered chronologically.	Der 10. analysierte Beitrag wird mit der Beitragsnummer 10 codiert.
Amount of likes	1234567	This indicates how many likes a post has.	The post has 15.000 likes, so the number 15000 is coded
Amount of comments	1234567	This indicates how many comments a post has.	The post has 4.000 comments, so the number 4000 is coded.
Amount of reactions, comments, shares	123456	This indicates how many actions the post has received.	A post has received 100 actions, so it is coded with the number 100.
Interaction rate	123%	This indicates the interaction rate of a post.	A post that has an interaction rate of 0,1 is coded with 10%.

Engagement rate	123%	This indicates the engagement rate of a post.	A post that has an interaction rate of 0,1 is coded with 10%.
Analysis date	DD.MM.YYYY	The analysis date consists of a six-digit number.	A post analyzed on 01.01.2024 is coded with the number 01.01.2024.
Publication date	DD.MM.YYYY	The publication date consists of an eight-digit number.	An analyzed contribution published on 01.01.2024 is coded with the number 01.01.2024
Tagged location	ABC	The tagged location will be noted.	The post tags "Berlin", this location will be coded.
Text included in the picture	0 = No text in image 1 = Text in image	This indicates whether or not text has been integrated into the image.	The text "Quattro" is included in the post's picture. The coding is 1.
Length/scope of the posts description text	1234	The number of words and numbers in the description text are recorded here. Hashtags, markers and abbreviations such as "&" are also counted as words.	The article text "Here is the new Audi #RS6" is coded with the number 6.
Used emojis	1234	The number of emojis used is recorded here.	If the description text contains 10 emojis, this is coded with the number "10".
Number of hashtags used	1234	The number of hashtags used is entered here.	When using 12 hashtags, the number "12" is encoded.
Hashtags	ABC	All words with the hashtag symbol "#" are captured.	The hashtags #Car is used. This hashtag is coded.
Video length	SSS	This shows how long a video / reel lasts in seconds.	A 10 second reel is coded with the number 10.
Number of Reel/Video views	1234567	The views of a reel are specified here.	A reel has 100.000 views, so the number 100000 is coded.

Videosound	0 No sound 1 Artist / Song 2 Car / ambient noise 3 Speaker 4 Several elements (song, speaker, sound effects etc.) 5 Sound effects	Here it is indicated whether and if so, with which sound the video is underlaid.	A video in which a person speaks is coded with the number 3.

Content categories			
Category	Characteristics	Explanation	Example
Model/type	1 SUV 2 Coupé 3 Limousine 4 Estate car 5 Hatchback car 6 Convertible/Roadster 7 Sportscar (Race/Rally) 8 Several models 9 No information / no model	This category indicates the model or type of vehicle shown.	If a Coupé is shown, the post is coded with 2.
Version	N: Normal version S: High performance version (RS/M) N/S: both versions - : no Information	This category describes whether the vehicle shown is a high performance vehicle (RS or M model) or a normal version.	If a M4 is shown, the post will be coded with S.
Production time	10 Vehicle from 2020-now 20 Vehicle from 2000-2020 30 Oldtimer (before 2000) 40 Concept vehicle (not on the market yet) 50 Several vehicles with different timeline 60 No information / vehicle	This category indicates the period in which the vehicle was built.	If a vehicle was manufactured before 2000, the post is coded with the number 30.
Vehicle category	100 Combustion engine 200 Full electric	The fuel type of the vehicle	If the vehicle shown is a

	300 Hybrid 400 Several categories 500 No information / vehicle	is specified here.	combustion engine, the post is coded with 100.
Topic of the post	1000 Product presentation 1100 Lifestyle 1110 Product involved 1120 No product involved 1200 Event 1210 Automotive event 1220 Other event 1230 Sport event (Euro 24, rally) 1300 Production / Service 1310 Manufacturing 1320 Maintenance 1400 Driving experience 1500 Sustainability 1600 Accessory 1700 No Information	"Topic of the post" describes what's the topic or context of the post. Also multiple topics are possible.	If the post is about an event it will be coded with the number 12000.
Purpose of the post	20000 Entertainment 21000 Information 21100 General company information 21200 Product information 22000 Service offers 23000 Call to action 23200 Comment 23600 Swipe 24000 Other	In this category the purpose of the post is coded.	If the brand wants to entertain the user it will be coded with the number 20000.
Actuality	10 No relation to time 20 Actual event (WM, Rally) 30 Future event (upcoming Olympia, Superbowl) 40 Seasonal (Snow, Autumn) 50 Celebration (St. Patrick's day, Christmas, Womansday) 60 Past event	This variable codes which relation the post has to the actuality.	A post shows a car in the colors of St. Patrick's day the post will be coded with the number 50.
Motif	100 Complete single vehicle 110 Multiple vehicle 12X Vehicle detail 121 Exterior 122 Interior 130 Vehicle & Person(s) 140 Person(s) 150 Other brand product 160 Design / Illustration 170 Other 180 Several motives 190 vehicle & animal	"Motif" codes the motif of the post.	If a brand posts a vehicle detail of the interior it is coded with the number 122.

Product focus	200 High product focus (vehicle is in the focus) 210 Normal product focus (other elements also appearing with the product, for example car standing in the times square with many lights and people around or with a person) 220 Low product focus (something apart the vehicle is in the focus, for example a person) 230 No product focus (nothing or very little of the car can be seen)	The category "product focus" describes how much the focus of the posts is on the product by analyzing the photo of the post.	If the post shows a person in focus with a blurred car in the background the post will be coded with the number 220.
Colors	300 Dark colors 310 Bright colors 320 Dark & bright colors	This category describes the colors of the photos. This includes the color of the car and its environment.	If the post shows a black car standing in the sun it will be coded with the number 320.
Ambiente	400 On the road 401 In urban area 402 In landscape area 403 On racing track 410 In urban area (not road, eg. on a square) 420 In landscape (not road, eg. gras, stone, ice) 430 Private property (Driveway, parking space, private garage) 440 Indoor (showroom, hall) 450 Other / different ambiente / no information	This variable defines in which environment the photo was taken. Interior photos where it's not possible to see the environment will be coded with 450.	If the post shows a car driving on a road through the alps it will be coded with the number 402.
State/condition	1 Vehicle parked 2 Vehicle in movement 3 Vehicle parked and in movement 4 No information	This category describes if the car is in motion or just standing.	If the post shows a car that is parked in the city it will be coded with the number 1.
Number of actors/persons	1234 ~ : many persons, not countable	Here the number of actors/persons which are in the photo is evaluated.	If the post shows a couple standing in front of a car it will be coded with number 2.

Gender of actors/persons	F: Female M: Male F/M: Female & Male	This variable describes the gender of the actors/persons.	If the post shows a man driving the car it will be coded with M.
Context	500 Lifestyle context 510 Business context 520 Sporty context 530 No information / further context 540 Sustainability Context 550 Historical Context	Here the context of the post will be coded.	If the post shows a businessman walking to his car it will be coded with the number 510.
Tags	600 Influencer(s) 610 Celebrity(s) 620 Private Person(s) 630 Company(s) 640 No tags 650 Athlete(s) 660 Content Creator(s) 670 Several tags 680 Other tag	This category describes who is mentioned in the post.	If the account tags a company in the post it will be coded with the number 630.
Influencer / Cooperators	ABC	This category names the cooperator	If Audi tags Volkswagen, it will be coded Volkswagen.
Amount of follower of tagged entity	1234567	Here it will be coded how many followers the tagged entity has.	If the tagged entity of the post has 10 Followers it will be coded with the number 10.

Codebogen:

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	120	120	120	110
Post-Link	https://www.facebook.com/reel/15364317159785302				
Post Number	1	2	3	4	5
Amount of likes	173	191	218	203	755
Amount of comments	13	16	9	7	58
Amount Reactions, Comments, Shares	210	244	264	265	948
Interaction Rate	0,01%	0,01%	0,01%	0,01%	0,05%
Engagement Rate	0,01%	0,01%	0,01%	0,01%	0,05%
Analysis date	06.05.2024	06.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	22.01.2024	22.01.2024	23.01.2024	24.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	1	1	0
Length of posts description text	102	71	127	127	64
Used emojis	0	0	0	0	0
Number of hashtags used	5	3	7	5	4
Hashtags	on #Hahnenkamn #AudiDakar #Dae #kaipflaume #euehel #RSetronDiForumNeckarsu				
Video length	-	161	30	49	-
Number of reel views	-	6567	29200	26200	-
Video sound	-	4	4	4	-
Content categories					
Model/type	1	7	1	3	8
Version	N	S	S	S	S
Production time	10	40	10	10	50
Vehicle category	200	200	100	200	100
Topic of the post	1000; 1230	1210/1400/1000	1000	1000/1400	1200/1000
Purpose of the post	20000; 21200	20000	21200	20000/21200	21100/21200
Actuality	20	20	10	40	20
Motif	130	180	180	180	110
Product focus	210	210	200	210	200
Colors	320	320	320	320	320
Ambiente	420	402	440	410	440
State/condition	2	3	1	2	1
Number of actors / persons	1	~	1	3	0
Gender of actors/persons	M	M	M	M	-
Context	520	520	500	520	530
Tags	650	640	640	640	640
Influencer/Cooperators	Linus Strasser	-	-	-	-
Amount of follower of tagged entity	24.000	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	120	120	100	100
Post-Link	k.com/watch/?v=book.com/reel/34book.com/reel/32eav=AfYJCZonwav=Afa_Vmn44F				
Post Number	6	7	8	9	10
Amount of likes	144	116	120	506	340
Amount of comments	11	5	1	52	10
Amount Reactions, Comm	178	144	148	625	400
Interaction Rate	0,01%	0,01%	0,01%	0,03%	0,02%
Engagement Rate	0,01%	0,01%	0,01%	0,03%	0,02%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	24.01.2024	24.01.2024	25.01.2024	26.01.2024	26.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	0	0
Length of posts descriptor	58	89	115	76	66
Used emojis	0	0	0	0	0
Number of hashtags used	4	6	3	2	4
Hashtags	Dakar #RSQetron #HahneRSetronGT #FAT#audidrivingexpe3T #Q8etron #Fu				
Video length	59	60	31	-	-
Number of reel views	4800	22500	26000	-	-
Video sound	4	4	4	-	-
Content categories					
Model/type	7	3	8	3	8
Version	S	S	S	S	S
Production time	40	10	50	10	10
Vehicle category	300	200	400	100	200
Topic of the post	1210	1000 / 1230	1210 / 1000	1210 / 1400	1000
Purpose of the post	20000	20000 / 21200	21100	21200	21200
Actuality	20	20	30	50	10
Motif	180	180	180	100	110
Product focus	210	210	210	200	200
Colors	320	320	320	320	320
Ambiente	420	420	420	420	403
State/condition	3	2	2	2	1
Number of actors / person	~	2	0	0	0
Gender of actors/persons	M	M	-	-	-
Context	520	520	520	520	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	110	120	110	120
Post-Link	https://www.facebook.com/reel/4164317159785302				
Post Number	11	12	13	14	15
Amount of likes	702	853	658	1937	218
Amount of comments	37	62	1	74	12
Amount Reactions, Comments	839	1031	684	2306	278
Interaction Rate	0,05%	0,06%	0,04%	0,13%	0,02%
Engagement Rate	0,05%	0,06%	0,04%	0,13%	0,02%
Analysis date	06.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	27.01.2024	30.01.2024	31.01.2024	31.01.2024	01.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	1	0	1
Length of posts description	93	54	95	63	64
Used emojis	0	0	0	0	0
Number of hashtags used	2	2	3	4	4
Hashtags	#Audi #FATicerace	#Audi #Q7	#ski #audi #supent #quattro #Perf	#Audi #AudiNeck	
Video length	-	-	50	-	33
Number of reel views	-	-	407000	-	73200
Video sound	-	-	4	-	4
Content categories					
Model/type	3	1	3	4	8
Version	S	N	S	S	N
Production time	10	10	10	10	50
Vehicle category	200	100	200	100	400
Topic of the post	1000 / 1210	1000	1000 / 1230	1000	1210
Purpose of the post	21200	21200	21200/20000	21200	21100
Actuality	20	10	20	40	20
Motif	100	100	180	121 / 122	180
Product focus	200	200	220	200	210
Colors	320	320	320	320	320
Ambiente	420	430	420	420	440
State/condition	2	1	3	1	1
Number of actors / persons	0	0	1	0	1
Gender of actors/persons	-	-	M	-	M
Context	520	500	520	530	550
Tags	640	640	640	640	630
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	100	100	110	110
Post-Link	book.com/reel/68eav=Afa9vi9r5M64317159785302&eav=AfYK8p9cfhttps://www.face				
Post Number	16	17	18	19	20
Amount of likes	164	789	406	1051	4048
Amount of comments	7	13	58	43	396
Amount Reactions, Comm	199	927	525	1290	5297
Interaction Rate	0,01%	0,05%	0,03%	0,07%	0,29%
Engagement Rate	0,01%	0,05%	0,03%	0,07%	0,29%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	02.02.2024	03.02.2024	05.02.2024	05.02.2024	06.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts descriptor	62	62	38	44	69
Used emojis	0	0	0	0	0
Number of hashtags used	2	3	3	4	3
Hashtags	#Audi #Q7	RS5Sportback #A	sthecar #Audi #vi	s5Sportback #quant	GT #Performa
Video length	45	-	-	-	-
Number of reel views	50600	-	-	-	-
Video sound	1	-	-	-	-
Content categories					
Model/type	1	4	9	3	4
Version	N	S	-	S	S
Production time	10	60	60	60	10
Vehicle category	100	100	500	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	23200	21200	21200
Actuality	10	10	40	40	10
Motif	180	122	121	100	100
Product focus	210	200	200	200	200
Colors	320	320	320	320	310
Ambiente	402	450	420	420	403
State/condition	3	1	1	1	2
Number of actors / person	3	0	0	0	0
Gender of actors/persons	F/M	-	-	-	-
Context	500	520	530	520	520
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	110	110	110	120
Post-Link	https://www.facebook.com/reel/13&eav=AfYw0S3cl&eav=AfacnjCdTv			https://www.facebook.com/reel/13&eav=AfYw0S3cl&eav=AfacnjCdTv	https://www.facebook.com/reel/13&eav=AfYw0S3cl&eav=AfacnjCdTv
Post Number	21	22	23	24	25
Amount of likes	587	1466	449	178	292
Amount of comments	32	41	12	7	9
Amount Reactions, Comments	769	1806	533	202	348
Interaction Rate	0,04%	0,01%	0,03%	0,01%	0,02%
Engagement Rate	0,04%	0,01%	0,03%	0,01%	0,02%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	07.02.2024	08.02.2024	09.02.2024	10.02.2024	11.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	1
Length of posts description	77	156	78	64	47
Used emojis	0	0	0	0	0
Number of hashtags used	3	4	5	5	3
Hashtags	ali #RS6AvantGT #ntGT #Throwback #AudiSport #Audi #Audi #Dakar #F #Audi #Q7SUV #				
Video length	15	-	-	-	10
Number of reel views	50100	-	-	-	66000
Video sound	4	-	-	-	1
Content categories					
Model/type	4	8	1	9	1
Version	S	S	N	-	N
Production time	10	50	10	60	10
Vehicle category	100	400	200	500	100
Topic of the post	1000	1000	1000	1210	1000
Purpose of the post	21200	21200	21200	21100	21200
Actuality	10	10	10	60	10
Motif	180	110	100	140	180
Product focus	200	200	200	230	210
Colors	320	320	300	320	320
Ambiente	403	402	401	450	450
State/condition	3	1	1	4	3
Number of actors / persons	0	0	0	2	2
Gender of actors/persons	-	-	-	M	F/M
Context	520	520	530	520	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	100	110	120	120
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	26	27	28	29	30
Amount of likes	530	327	1374	161	102
Amount of comments	14	87	48	13	18
Amount Reactions, Comments	620	461	1654	204	140
Interaction Rate	0,03%	0,03%	0,09%	0,01%	0,01%
Engagement Rate	0,03%	0,03%	0,09%	0,01%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	11.02.2024	12.02.2024	12.02.2024	13.02.2024	14.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	1	1
Length of posts descriptions	85	29	61	93	63
Used emojis	0	0	0	0	0
Number of hashtags used	3	4	4	9	4
Hashtags	#Audi #RS6Avar	#guessthecar #A	#Audi #AudiS8 #	#Audi #RSQetro	#Audi #Valentine
Video length	-	-	-	15	30
Number of reel views	-	-	-	24100	20000
Video sound	-	-	-	4	4
Content categories					
Model/type	4	9	3	9	1
Version	S	-	N	S	N
Production time	10	10	10	10	10
Vehicle category	100	500	100	200	200
Topic of the post	1000	1000	1000	1000	1110
Purpose of the post	23200 / 21200	23200	23200	21200	20000
Actuality	10	40	40	60	50
Motif	100	121	100 / 122	180	180
Product focus	200	200	200	200	220
Colors	320	320	320	320	320
Ambiente	402	420	420	450	450
State/condition	2	1	1	2	2
Number of actors / persons	0	0	0	0	2
Gender of actors/persons	-	-	-	-	F/M
Context	530	530	530	530	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	110	100	110	120
Post-Link	https://www.facebook.com/audiroma/10159840000000000	https://www.facebook.com/audiroma/10159840000000000	https://www.facebook.com/audiroma/10159840000000000	https://www.facebook.com/audiroma/10159840000000000	https://www.facebook.com/audiroma/10159840000000000
Post Number	31	32	33	34	35
Amount of likes	233	1172	368	677	2344
Amount of comments	21	45	3	15	62
Amount Reactions, Comments	303	1381	456	812	2833
Interaction Rate	0,02%	0,08%	0,02%	0,04%	0,16%
Engagement Rate	0,02%	0,08%	0,02%	0,04%	0,16%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.02.2024	15.02.2024	15.02.2024	16.02.2024	16.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	1
Length of posts description	46	42	167	50	81
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	2	4	3
Hashtags	#Audi #ValentineiSportquattro #Audi #AudiDrive #Audi #AudiSQ8 #Audi #RS6Ava				
Video length	25	-	-	-	50
Number of reel views	50800	-	-	-	163000
Video sound	4	-	-	-	1
Content categories					
Model/type	2	7	6	1	4
Version	N	S	S	N	S
Production time	10	30	10	10	50
Vehicle category	200	100	100	100	100
Topic of the post	1000	1210	1000	1000	1000
Purpose of the post	21200 / 23200	21100	21200	21200	21200
Actuality	50	60	40	10	10
Motif	180	130	100	122	110 / 121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	440	420	402	440	430
State/condition	1	3	2	1	3
Number of actors / person	0	1	0	0	0
Gender of actors/persons	-	M	-	-	-
Context	530	520 / 550	520	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	110	110	100	110
Post-Link	https://www.facebook.com/audi.audi.audi	https://www.facebook.com/audi.audi.audi	https://www.facebook.com/audi.audi.audi	https://www.instagram.com/audi.audi.audi	https://www.facebook.com/audi.audi.audi
Post Number	36	37	38	39	40
Amount of likes	119	291	333	207	296
Amount of comments	2	11	14	37	18
Amount Reactions, Comments	143	340	398	272	373
Interaction Rate	0,01%	0,02%	0,02%	0,01%	0,02%
Engagement Rate	0,01%	0,02%	0,02%	0,01%	0,02%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	17.02.2024	17.02.2024	18.02.2024	19.02.2024	20.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts descriptions	93	75	43	30	62
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	3	4	3
Hashtags	#Audi #SQ8etron #Audi #SQ8etron	#Audi #SQ8etron #Audi #SQ8etron	#Audi #Emobility #guessthecar #Audi #Q5Sport		
Video length	30	-	-	-	-
Number of reel views	19500	-	-	-	-
Video sound	4	-	-	-	-
Content categories					
Model/type	1	1	1	9	1
Version	N	N	N	-	N
Production time	10	10	10	60	10
Vehicle category	200	200	200	500	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	20000 / 21200	2120	212000	23200	21200
Actuality	40	40	10	10	10
Motif	180	121	100 / 121 / 122	121	100
Product focus	210	200	200	200	200
Colors	320	320	320	300	320
Ambiente	450	402	401	450	401
State/condition	3	2	1	4	1
Number of actors / persons	3	0	0	0	0
Gender of actors/persons	M	-	-	-	-
Context	520	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	100	120	110	100	120
Post-Link	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria
Post Number	41	42	43	44	45
Amount of likes	1233	201	1471	199	229
Amount of comments	64	9	133	2	9
Amount Reactions, Comments	1554	258	2004	234	283
Interaction Rate	0,09%	0,01%	0,11%	0,01%	0,02%
Engagement Rate	0,09%	0,01%	0,11%	0,01%	0,02%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	20.02.2024	21.02.2024	22.02.2024	22.02.2024	24.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	0	1
Length of posts description	83	50	60	108	59
Used emojis	0	0	0	0	0
Number of hashtags used	4	3	4	5	3
Hashtags	#Audi #RS6Avar	#Audi #Q5Sport	#Audi #Throwba	#Audi #Q8etron	#Audi #Q7SUV
Video length	-	15	-	-	10
Number of reel views	-	24700	-	-	49700
Video sound	-	1	-	-	1
Content categories					
Model/type	4	1	2	1	1
Version	S	N	S	N	N
Production time	10	10	30	10	10
Vehicle category	100	100	100	200	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	60	60	10
Motif	100	180	110	190	180
Product focus	200	200	200	210	210
Colors	320	320	300	320	320
Ambiente	430	401	403	402	450
State/condition	1	2	1	1	3
Number of actors / persons	0	0	0	0	~
Gender of actors/persons	-	-	-	-	F/M
Context	530	530	550	530	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	100	100	120	100	110
Post-Link	https://www.facebook.com/audi.italy/posts/10159876543210987	https://www.facebook.com/audi.italy/posts/10159876543210987	https://www.facebook.com/audi.italy/posts/10159876543210987	https://www.facebook.com/audi.italy/posts/10159876543210987	https://www.facebook.com/audi.italy/posts/10159876543210987
Post Number	46	47	48	49	50
Amount of likes	261	357	244	586	817
Amount of comments	17	56	12	22	15
Amount Reactions, Comments	319	475	294	706	1016
Interaction Rate	0,02%	0,03%	0,02%	0,04%	0,06%
Engagement Rate	0,02%	0,03%	0,02%	0,04%	0,06%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	25.02.2024	26.02.2024	26.02.2024	27.02.2024	29.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	1	0	0
Length of posts descriptions	54	38	83	51	74
Used emojis	0	0	0	0	0
Number of hashtags used	4	3	5	3	4
Hashtags	#Audi #Emobility	#guessthecar #Audi	#STRIVEAwards	#Audi #AudiRS6	#FATIceRace #Audi
Video length	-	-	69	-	-
Number of reel views	-	-	147000	-	-
Video sound	-	-	4	-	-
Content categories					
Model/type	1	9	1	4	7
Version	N	-	N	S	S
Production time	10	60	10	10	30
Vehicle category	200	500	200	100	100
Topic of the post	1000	1000	1220	1000	1000/1210
Purpose of the post	21200	23200	21100	21200	21200
Actuality	10	40	20	40	60
Motif	100	121	180	100	110
Product focus	200	200	220	200	200
Colors	320	320	320	320	320
Ambiente	430	420	450	420	420
State/condition	1	2	3	2	1
Number of actors / persons	0	0	~	0	0
Gender of actors/persons	-	-	F	-	-
Context	530	530	510	520	550
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	100	100	100	110
Post-Link	https://www.facebook.com/audirs5	https://www.facebook.com/audidrive	https://www.facebook.com/audiemobility	https://www.facebook.com/guessthecar	https://www.facebook.com/audiq8sport
Post Number	51	52	53	54	55
Amount of likes	713	346	1680	179	2528
Amount of comments	37	6	53	21	95
Amount Reactions, Comments	866	417	1977	239	2983
Interaction Rate	0,05%	0,02%	0,11%	0,01%	0,16%
Engagement Rate	0,05%	0,02%	0,11%	0,01%	0,16%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	01.03.2024	02.03.2024	03.03.2024	04.03.2024	04.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptions	55	149	65	39	55
Used emojis	0	0	0	0	0
Number of hashtags used	4	2	3	3	4
Hashtags	#Audi #AudiRS5	#Audi #Audidrive	#Audi #Emobility	#guessthecar #Audi	#Audi #Q8Sport
Video length	-	-	-	-	-
Number of reel views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	3	3	1	9	1
Version	S	S	N	-	N
Production time	10	10	10	60	10
Vehicle category	100	200	200	500	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	23200	21200
Actuality	10	10	10	10	10
Motif	122	100	110	121	100
Product focus	200	200	200	200	200
Colors	320	320	320	300	320
Ambiente	420	402	430	450	402
State/condition	1	2	1	2	2
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	520	530	500/540	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	110	120	120	120
Post-Link	https://www.facebook.com/audichallenge	https://www.facebook.com/throwbackthursday	https://www.facebook.com/q6etron	https://www.facebook.com/audichallenge	https://www.facebook.com/audichallenge
Post Number	56	57	58	59	60
Amount of likes	178	220	88	100	68
Amount of comments	11	3	1	3	2
Amount Reactions, Comments	222	263	100	114	80
Interaction Rate	0,01%	0,01%	0,01%	0,01%	0,00%
Engagement Rate	0,01%	0,01%	0,01%	0,01%	0,00%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	06.03.2024	07.03.2024	09.03.2024	10.03.2024	11.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	1	1	1
Length of posts description	80	68	49	48	49
Used emojis	0	0	0	0	0
Number of hashtags used	5	4	4	5	5
Hashtags	#Audi #AudiChallenge	#ThrowbackThursday	#Q6etron #Audi	#Q6etron #Audi	#Audi #Q6etron
Video length	22	-	54	56	59
Number of reel views	25700	-	33100	32200	1800
Video sound	1	-	4	4	4
Content categories					
Model/type	1	6	9	9	9
Version	N	N	-	-	-
Production time	10	30	60	60	60
Vehicle category	200	100	500	500	500
Topic of the post	1000	1210	1500	1500	1500
Purpose of the post	21200	21100	21100	21100	21100
Actuality	10	20	30	30	10
Motif	180	100	140	140	140
Product focus	210	210	220	220	230
Colors	320	320	320	320	320
Ambiente	450	440	440	440	440
State/condition	3	1	4	4	4
Number of actors / person	~	0	1	1	1
Gender of actors/persons	F/M	-	F	M	M
Context	540	550	540	540	540
Tags	640	640	640	610	610
Influencer/Cooperators	-	-	-	chrisevans	reisingerandres
Amount of follower of tagged	-	-	-	18100000	548000

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	110	110	110	110
Post-Link	https://www.facebook.com/audi.a3.vorsprung/	https://www.facebook.com/audi.a3.vorsprung/	https://www.facebook.com/audi.a3.vorsprung/	https://www.facebook.com/audi.a3.vorsprung/	https://www.facebook.com/audi.a3.vorsprung/
Post Number	61	62	63	64	65
Amount of likes	83	662	2649	207	3132
Amount of comments	1	43	97	17	177
Amount Reactions, Comments	98	819	2965	257	3612
Interaction Rate	0,01%	0,04%	0,16%	0,01%	0,20%
Engagement Rate	0,01%	0,04%	0,16%	0,01%	0,20%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.03.2024	12.03.2024	13.03.2024	13.03.2024	14.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts description	70	125	39	30	36
Used emojis	0	0	0	0	0
Number of hashtags used	4	6	4	6	4
Hashtags	#Audi #Vorsprung	#Audi #AudiA3S	#Audi #A3Sport	Audi #Q6etron #	#Audi #A3Limou
Video length	62	-	-	-	-
Number of reel views	3000	-	-	-	-
Video sound	4	-	-	-	-
Content categories					
Model/type	1	5	5	1	3
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	100	100	200	100
Topic of the post	1500	1000	1000	1000	1000
Purpose of the post	21100	21200	21200	21200	21200
Actuality	30	10	10	30	10
Motif	180	100	130	170	100
Product focus	210	200	200	210	200
Colors	320	320	320	320	320
Ambiente	450	402	410	430	410
State/condition	2	2	1	1	1
Number of actors / persons	3	0	0	0	0
Gender of actors/persons	M	-	-	-	-
Context	540	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	120	110	120	120
Post-Link	https://www.facebook.com/audisport/1000000000000000/	https://www.facebook.com/audisport/1000000000000000/	https://www.facebook.com/audisport/1000000000000000/	https://www.facebook.com/audisport/1000000000000000/	https://www.facebook.com/audisport/1000000000000000/
Post Number	66	67	68	69	70
Amount of likes	81	186	2323	73	153
Amount of comments	9	13	82	4	11
Amount Reactions, Comments	104	230	2615	91	194
Interaction Rate	0,01%	0,01%	0,14%	0,01%	0,01%
Engagement Rate	0,01%	0,01%	0,14%	0,01%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.03.2024	15.03.2024	16.03.2024	16.03.2024	17.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	0	1	1
Length of posts description	73	39	37	54	53
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	5	5
Hashtags	#Q6etron #Vorsprung #Audi #A3Sportback #Audi #A3allstreet #Audi #Vorsprung #Audi #Q6etron				
Video length	62	14	-	69	49
Number of reel views	2600	26800	-	2700	5700
Video sound	4	1	-	4	4
Content categories					
Model/type	1	5	5	9	1
Version	N	N	N	-	N
Production time	10	10	10	60	10
Vehicle category	200	100	100	200	200
Topic of the post	1500	1000	1000	1500	1500
Purpose of the post	21100	21200	21200	21100	21200
Actuality	30	10	10	30	30
Motif	180	180	140	180	180
Product focus	210	210	200	220	220
Colors	320	320	320	320	320
Ambiente	450	410	410	450	450
State/condition	2	1	1	4	1
Number of actors / persons	3	2	1	3	1
Gender of actors/persons	M	F/M	F	M	M
Context	540	500	500	540	540
Tags	640	640	640	640	660
Influencer/Cooperators	-	-	-	-	reisingerandres
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	120	120	120	110
Post-Link	https://www.facebook.com/audi.a3limousine	https://www.facebook.com/audi.q6etron	https://www.facebook.com/audi.q6etron	https://www.facebook.com/audi.q6etron	https://www.facebook.com/audi.q2
Post Number	71	72	73	74	75
Amount of likes	203	533	96	299	2287
Amount of comments	8	82	8	7	91
Amount Reactions, Comments	237	732	118	346	2556
Interaction Rate	0,01%	0,04%	0,01%	0,02%	0,14%
Engagement Rate	0,01%	0,04%	0,01%	0,02%	0,14%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	17.03.2024	18.03.2024	19.03.2024	19.03.2024	20.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	0	0
Length of posts descriptions	35	37	125	26	60
Used emojis	0	0	0	0	0
Number of hashtags used	3	5	0	4	3
Hashtags	#Audi #A3Limousine	#Audi #Q6etron	-	#Audi #Q6etron	#Audi #AudiQ2
Video length	13	30	57	6	-
Number of reel views	26400	19600	3600	136000	-
Video sound	1	4	4	0	-
Content categories					
Model/type	3	1	9	1	1
Version	N	N	-	N	N
Production time	10	10	60	10	10
Vehicle category	100	200	500	200	100
Topic of the post	1000	1000	1500	1000	1000
Purpose of the post	21200	21200	21100	21200	21200
Actuality	10	10	10	10	10
Motif	130	180	180	100	122 / 100
Product focus	210	200	230	200	200
Colors	310	320	320	320	320
Ambiente	401	450	450	430	450
State/condition	1	3	4	1	1
Number of actors / persons	2	1	2	0	0
Gender of actors/persons	F/M	M	M	-	-
Context	500	530	540	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	110	120	120	100
Post-Link	https://www.facebook.com/audi.a3	https://www.facebook.com/audi.a3	https://www.facebook.com/audi.a3	https://www.facebook.com/audi.a3	https://www.facebook.com/audi.a3
Post Number	76	77	78	79	80
Amount of likes	948	312	287	80	736
Amount of comments	119	4	19	8	113
Amount Reactions, Comments	1190	365	351	103	962
Interaction Rate	0,07%	0,02%	0,02%	0,01%	0,05%
Engagement Rate	0,07%	0,02%	0,02%	0,01%	0,05%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	20.03.2024	21.03.2024	21.03.2024	22.03.2024	23.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	1	1	0
Length of posts description	56	58	44	62	155
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	4	4
Hashtags	#Audi #Q6etron	#Audi #A3 #A3a	#Audi #Q6etron	#Audi #Vorsprung	#Audi #Q6etron
Video length	-	-	30	54	-
Number of reel views	-	-	3800	2800	-
Video sound	-	-	4	4	-
Content categories					
Model/type	1	5	1	9	1
Version	N	N	N	N	N
Production time	10	10	10	60	10
Vehicle category	200	100	200	500	200
Topic of the post	1000	1000	1000	1500	1000
Purpose of the post	21200	21200	21200	21100	21200
Actuality	10	10	10	10	10
Motif	100	110	180	180	100
Product focus	200	200	210	230	200
Colors	320	320	320	320	320
Ambiente	430	410	450	450	402
State/condition	1	1	3	4	2
Number of actors / person	0	0	2	3	0
Gender of actors/persons	-	-	F/M	M	-
Context	530	530	530	540	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	100	120	120	110
Post-Link	https://www.facebook.com/audiosportbacket	https://www.facebook.com/audiosportbacket	https://www.facebook.com/audiosportbacket	https://www.facebook.com/audiosportbacket	https://www.facebook.com/audiosportbacket
Post Number	81	82	83	84	85
Amount of likes	69	237	135	154	1940
Amount of comments	7	25	0	8	167
Amount Reactions, Comments	83	300	154	197	2483
Interaction Rate	0,00%	0,02%	0,01%	0,01%	0,14%
Engagement Rate	0,00%	0,02%	0,01%	0,01%	0,14%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	24.03.2024	26.03.2024	26.03.2024	27.03.2024	28.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	1	1	0
Length of posts description	61	53	66	76	57
Used emojis	0	0	0	0	0
Number of hashtags used	4	3	5	4	3
Hashtags	#Audi #Vorsprung #Q4Sportbacket #Audi #Q6etron #Audi #Q6etron #Audi #Throwback				
Video length	48	-	30	15	-
Number of reel views	1600	-	30400	3500	-
Video sound	4	-	4	4	-
Content categories					
Model/type	1	1	1	1	8
Version	N	N	N	N	N/S
Production time	10	10	10	10	50
Vehicle category	200	200	200	200	100
Topic of the post	1500	1000	1000 / 1230	1000	1000
Purpose of the post	21100	21200	20000 / 21200	21200	21200
Actuality	10	10	60	10	10
Motif	180	100	180	180	110
Product focus	210	200	210	200	200
Colors	320	320	320	320	320
Ambiente	450	401	450	450	440
State/condition	4	1	3	3	1
Number of actors / persons	2	0	~	1	0
Gender of actors/persons	M	-	F/M	M	-
Context	540	530	520	530	550
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	Chris evans	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	100	120	110	100	120
Post-Link	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria
Post Number	86	87	88	89	90
Amount of likes	376	69	674	383	464
Amount of comments	23	2	10	43	50
Amount Reactions, Comments	450	88	77	471	591
Interaction Rate	0,02%	0,00%	0,04%	0,03%	0,03%
Engagement Rate	0,02%	0,00%	0,04%	0,03%	0,03%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.03.2024	30.03.2024	30.03.2024	31.03.2024	31.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	0	1
Length of posts descriptions	39	47	48	72	44
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	4	4
Hashtags	#Audi #Q6etron	#Audi #Vorsprung	#Audi #AudiS8	#Audi #A3 #allstar	#Audi #Q6etron
Video length	-	56	-	-	17
Number of reel views	-	2200	-	-	30000
Video sound	-	4	-	-	1
Content categories					
Model/type	1	1	3	5	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	100	100	200
Topic of the post	1000	1500	1000	1000	1000
Purpose of the post	21200	21100	21200	21200	21200
Actuality	10	10	10	50	10
Motif	100	180	122	100	122
Product focus	200	220	200	200	200
Colors	320	320	320	320	320
Ambiente	402	450	450	430	450
State/condition	2	3	1	1	1
Number of actors / persons	0	2	0	0	0
Gender of actors/persons	-	F/M	-	-	-
Context	530	540	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	110	120	120	120	110
Post-Link	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria	https://www.facebook.com/audi.austria
Post Number	91	92	93	94	95
Amount of likes	3520	284	60	232	597
Amount of comments	96	39	4	12	32
Amount Reactions, Comments	3934	362	83	287	728
Interaction Rate	0,22%	0,02%	0,00%	0,02%	0,04%
Engagement Rate	0,22%	0,02%	0,00%	0,02%	0,04%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	01.04.2024	02.04.2024	03.04.2024	05.04.2024	05.04.2024
Tagged location	-	-	-		-
Text included in the picture	0	1	1	1	0
Length of posts description	40	34	43	24	43
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	4	4
Hashtags	#Audi #SQ6etron	#Audi #Q6etron	#Audi #Vorsprung	#Audi #Q6etron	#Audi #SQ8etron
Video length	-	19	54	15	-
Number of reel views	-	8700	2400	5800	-
Video sound	-	1	4	1	-
Content categories					
Model/type	1	1	9	1	1
Version	N	N	-	N	N
Production time	10	10	60	10	10
Vehicle category	100	200	500	200	200
Topic of the post	1000	1000	1500	1000	1000
Purpose of the post	21200	21200	21100	21200	21200
Actuality	10	10	10	10	10
Motif	130	122	180	122	100 / 122
Product focus	210	200	230	200	200
Colors	320	320	320	320	320
Ambiente	430	450	450	450	410
State/condition	1	1	4	1	1
Number of actors / person	1	0	~	0	0
Gender of actors/persons	F	-	F/M	-	-
Context	500	530	540	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-		-		-
Amount of follower of tagg	-		-		-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	120	110	120	120
Post-Link	https://www.facebook.com/audiq6etron	https://www.facebook.com/audivorsprung	https://www.facebook.com/audis3sport	https://www.facebook.com/audis3limousine	https://www.facebook.com/audis3sport
Post Number	96	97	98	99	100
Amount of likes	294	52	890	189	185
Amount of comments	23	2	48	11	16
Amount Reactions, Comments	375	63	1058	231	225
Interaction Rate	0,02%	0,00%	0,06%	0,01%	0,01%
Engagement Rate	0,02%	0,00%	0,06%	0,01%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	06.04.2024	07.04.2024	09.04.2024	09.04.2024	09.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	0	1	1
Length of posts descriptions	32	33	38	44	41
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	3	3	3
Hashtags	#Audi #Q6etron	#Audi #Vorsprung	#Audi #S3Sport	#Audi #S3Limou	#Audi #S3Sport
Video length	15	56	-	14	14
Number of reel views	18200	1900	-	63600	32100
Video sound	1	4	-	1	1
Content categories					
Model/type	1	1	5	3	4
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	100	100	100
Topic of the post	1000	1500	1000	1000	1000
Purpose of the post	21200	21100	21200	21200	21200
Actuality	10	10	10	10	10
Motif	122	180	100	130	130
Product focus	200	220	200	210	210
Colors	320	320	320	320	320
Ambiente	450	450	401	450	410
State/condition	1	3	2	1	1
Number of actors / persons	0	3	0	2	1
Gender of actors/persons	-	F/M	-	F	M
Context	530	540	530	500	500
Tags	640	640	640	640	640
Influencer/Cooperators		-	-	-	-
Amount of follower of tagged		-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	10	10	10	10	10
Type of content	120	100	100	100	110
Post-Link	https://www.facebook.com/audi.a6l	https://www.facebook.com/audi.a6l	https://www.facebook.com/audi.a6l	https://www.facebook.com/audi.a6l	https://www.facebook.com/audi.a6l
Post Number	106	107	108	109	110
Amount of likes	147	300	210	1166	579
Amount of comments	9	4	62	106	24
Amount Reactions, Comments	182	351	304	1399	671
Interaction Rate	0,01%	0,02%	0,02%	0,08%	0,04%
Engagement Rate	0,01%	0,02%	0,02%	0,08%	0,04%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	13.04.2024	14.04.2024	15.04.2024	16.04.2024	16.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts descriptions	75	50	39	54	45
Used emojis	0	0	0	0	0
Number of hashtags used	6	5	4	6	3
Hashtags	#Audi #Q6etron	#Audi #Zubehör	#guessthecar #Audi	#Audi #Fantic #Audi	#Audi #AudiA6L
Video length	55	-	-	-	-
Number of reel views	4200	-	-	-	-
Video sound	1	-	-	-	-
Content categories					
Model/type	1	1	9	9	3
Version	N	N	-	-	N
Production time	10	10	60	10	10
Vehicle category	200	100	500	200	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	23200	21200	21200
Actuality	30	10	10	10	10
Motif	180	100	121	150	121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	401	420	450	410	450
State/condition	3	1	1	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	500	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories						
Coder	1	1	1	1	1	1
Medium	F	F	F	F	F	F
Brand account	10	10	10	10	10	10
Type of content	100	110	110	100	120	120
Post-Link	https://www.facebook.com/111	https://www.facebook.com/112	https://www.facebook.com/113	https://www.facebook.com/114	https://www.facebook.com/115	https://www.facebook.com/116
Post Number	111	112	113	114	115	116
Amount of likes	1418	617	2711	102	70	82
Amount of comments	25	38	269	6	2	4
Amount Reactions, Comments	1554	770	3556	118	82	104
Interaction Rate	0,09%	0,04%	0,02%	0,01%	0,00%	0,01%
Engagement Rate	0,09%	0,04%	0,02%	0,01%	0,00%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	17.04.2024	18.04.2024	19.04.2024	20.04.2024	20.04.2024	21.04.2024
Tagged location	-	-	-	-	-	-
Text included in the picture	0	0	0	0	1	1
Length of posts description	52	74	40	13	114	69
Used emojis	0	0	0	0	0	0
Number of hashtags used	4	3	4	3	6	6
Hashtags	#Audi #S3 #S3S	#Audi #Throwback	#Audi #AudiRS4	#running #audi #	#Audi #Q6etron	#Audi #Q6etron
Video length	-	-	-	-	59	58
Number of reel views	-	-	-	-	2600	4700
Video sound	-	-	-	-	4	4
Content categories						
Model/type	5	8	4	9	1	1
Version	N	N/S	N	-	N	N
Production time	10	50	10	60	10	10
Vehicle category	100	100	100	500	200	200
Topic of the post	1000	1000	1000	1230	1000/1220	1000/1220
Purpose of the post	21200	21200	21200	23200	21200	21200
Actuality	10	10	10	30	30	30
Motif	122	110	100	140	180	180
Product focus	200	200	200	220	210	210
Colors	300	320	320	320	320	320
Ambiente	450	440	440	410	410	410
State/condition	1	1	1	1	1	1
Number of actors / person	0	0	0	1	1	1
Gender of actors/persons	-	-	-	M	M	M
Context	530	550	530	520	510	510
Tags	640	630	640	640	630	640
Influencer/Cooperators	-	auditradition	-	-	rkeingels; big_bu	-
Amount of follower of tagg	-	89200	-	-	: 907000 ; big_bu	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	110	110	110	110	120
Post-Link	78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225
Post Number	1	2	3	4	5
Amount of likes	408	342	418	2250	1800
Amount of comments	67	36	42	225	141
Amount Reactions, Comments	563	454	532	3275	2570
Interaction Rate	0,01%	0,01%	0,00%	0,00%	0,02%
Engagement Rate	0,01%	0,01%	0,00%	0,00%	0,02%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	01.02.2024	03.02.2024	04.02.2024	06.02.2024	06.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	1	1
Length of posts description	21	29	20	18	27
Used emojis	0	0	0	0	0
Number of hashtags used	7	7	5	6	6
Hashtags	#AudiQ5 #Audi #Ford #AudiQ5PHEV #AudiQ5 #Audi #AudiRS6Avant #AudiRS6Avant	#AudiQ5 #Audi #Ford #AudiQ5PHEV #AudiQ5 #Audi #AudiRS6Avant #AudiRS6Avant	#AudiQ5 #Audi #Ford #AudiQ5PHEV #AudiQ5 #Audi #AudiRS6Avant #AudiRS6Avant	#AudiQ5 #Audi #Ford #AudiQ5PHEV #AudiQ5 #Audi #AudiRS6Avant #AudiRS6Avant	#AudiQ5 #Audi #Ford #AudiQ5PHEV #AudiQ5 #Audi #AudiRS6Avant #AudiRS6Avant
Video length	-	-	-	-	15
Number of reel views	-	-	-	-	31700
Video sound	-	-	-	-	4
Content categories					
Model/type	1	1	1	4	4
Version	N	N	N	S	S
Production time	10	10	10	10	10
Vehicle category	300	300	300	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100	100	122	100	180
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	430	430	450	440	403
State/condition	1	1	1	1	3
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	520
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	110	100	100	100	110
Post-Link	https://www.facebook.com/audi.rs6.avant/	https://www.facebook.com/audi.futurels/	https://www.facebook.com/audi.q4.etron/	https://www.facebook.com/audi.q4.etron/	https://www.facebook.com/fat.ice.race/
Post Number	6	7	8	9	10
Amount of likes	842	464	287	349	378
Amount of comments	148	86	37	37	59
Amount Reactions, Comments	1207	669	384	466	543
Interaction Rate	0,01%	0,01%	0,00%	0,00%	0,01%
Engagement Rate	0,01%	0,01%	0,00%	0,00%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	08.02.2024	10.02.2024	20.02.2024	22.02.2024	28.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	0	0	1
Length of posts descriptions	28	27	15	18	31
Used emojis	0	0	0	0	0
Number of hashtags used	6	4	5	5	10
Hashtags	#AudiRS6AvantC	#Audi #Futurels/	#AudiQ4etron #/	#AudiQ4etron #/	#FATIceRace #F
Video length	-	-	-	-	-
Number of reel views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	4	9	1	1	7
Version	S	-	N	N	S
Production time	10	60	10	10	30
Vehicle category	100	500	200	200	100
Topic of the post	1000	1220	1000	1000	1000 / 1210
Purpose of the post	21200	24000	21200	21200	21200
Actuality	10	50	10	10	60
Motif	122	170	122	121	100
Product focus	200	230	200	200	200
Colors	320	320	320	320	320
Ambiente	440	450	450	450	420
State/condition	1	4	1	1	2
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	520
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	110	110	110	110	100
Post-Link	78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225	https://www.facebook.com/78210121670225
Post Number	11	12	13	14	15
Amount of likes	939	355	787	367	478
Amount of comments	46	24	113	66	36
Amount Reactions, Comments	1328	459	1125	524	622
Interaction Rate	0,01%	0,00%	0,01%	0,00%	0,01%
Engagement Rate	0,01%	0,00%	0,01%	0,00%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	01.03.2024	02.03.2024	03.03.2024	04.03.2024	13.04.2024
Tagged location	-	Aspen, USA	-	Aspen, USA	-
Text included in the picture	1	1	0	0	1
Length of posts description	21	25	33	27	15
Used emojis	0	0	0	0	0
Number of hashtags used	10	3	3	3	0
Hashtags	GTO #AudiSport	#AudiQ8Sportback	#AudiRSetronGT	#AudiQ8etron	# -
Video length	-	-	-	-	-
Number of reel views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	7	1	3	1	9
Version	S	N	S	N	-
Production time	30	10	10	10	60
Vehicle category	100	200	200	200	500
Topic of the post	1000 / 1210	1000	1000 / 1230	1000 / 1230	1000
Purpose of the post	21200	21200	21200	21200	24000
Actuality	60	20	20	20	40
Motif	100	121	100	121	121
Product focus	200	200	200	210	200
Colors	320	320	320	320	320
Ambiente	420	420	410	410	450
State/condition	1	1	1	1	4
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	520 / 550	520 / 550	520	520	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tag	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	100	100	110	120	110
Post-Link	https://www.facebook.com/audiq3	https://www.facebook.com/audiq3	https://www.facebook.com/audiq3	https://www.facebook.com/audiq3	https://www.facebook.com/audiq3
Post Number	16	17	18	19	20
Amount of likes	698	519	1625	256	473
Amount of comments	68	37	134	26	24
Amount Reactions, Comments	921	679	2200	351	608
Interaction Rate	0,01%	0,01%	0,02%	0,00%	0,01%
Engagement Rate	0,01%	0,01%	0,02%	0,00%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.03.2024	15.03.2024	18.03.2024	19.03.2024	20.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	1	1
Length of posts descriptions	24	15	42	21	36
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	5	4	4
Hashtags	#AudiQ3 #Audi #AudiQ3 #Audi #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ3 #Audi #AudiQ3 #Audi #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ3 #Audi #AudiQ3 #Audi #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ3 #Audi #AudiQ3 #Audi #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ3 #Audi #AudiQ3 #Audi #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron
Video length	-	-	-	30	-
Number of reel views	-	-	-	77200	-
Video sound	-	-	-	4	-
Content categories					
Model/type	1	1	1	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	100	100	200	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	121	121	130	180	130
Product focus	200	200	220	210	210
Colors	320	320	320	320	320
Ambiente	420	450	402	450	402
State/condition	1	4	1	3	1
Number of actors / persons	0	0	1	1	1
Gender of actors/persons	-	-	M	M	M
Context	530	530	500	500	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	Chris Evan	Chris Evan
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	120	120	110	120	110
Post-Link	https://www.facebook.com/audiq6etron/	https://www.facebook.com/audiq6etron/	https://www.facebook.com/audiq6etron/	https://www.facebook.com/audiq6etron/	https://www.facebook.com/audiq6etron/
Post Number	21	22	23	24	25
Amount of likes	242	414	934	312	747
Amount of comments	22	38	140	37	88
Amount Reactions, Comments	331	582	1293	423	1014
Interaction Rate	0,00%	0,01%	0,01%	0,00%	0,01%
Engagement Rate	0,00%	0,01%	0,01%	0,00%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	20.03.2024	21.03.2024	22.03.2024	25.03.2024	26.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	1	0
Length of posts descriptions	25	21	41	25	42
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	4	4
Hashtags	#AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron #AudiQ6etron	#Holi #FestivalO #Audi #FourRing	#Audi #FourRing
Video length	14	15	-	9	-
Number of reel views	79100	10000	-	9500	-
Video sound	4	4	-	0	-
Content categories					
Model/type	1	1	1	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	500	100
Topic of the post	1000	1000	1000	1000 / 1220	1000
Purpose of the post	21200	21200	21200	24000	21200
Actuality	10	10	10	50	10
Motif	180	180	180	100	121
Product focus	210	210	200	210	200
Colors	320	320	320	320	320
Ambiente	402	450	402	420	402
State/condition	1	3	3	1	2
Number of actors / persons	1	1	0	0	0
Gender of actors/persons	M	M	-	-	-
Context	500	500	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	Chris Evan	Chris Evan	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	110	110	110	110	120
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	26	27	28	29	30
Amount of likes	579	553	777	1971	129
Amount of comments	88	73	162	146	21
Amount Reactions, Comments	786	784	1119	3019	195
Interaction Rate	0,01%	0,01%	0,01%	0,03%	0,00%
Engagement Rate	0,01%	0,01%	0,01%	0,03%	0,00%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	27.03.2024	02.04.2024	04.04.2024	09.04.2024	15.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	1
Length of posts descriptions	44	55	52	22	51
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	8	6
Hashtags	#Audi #FourRing	#Audi #FourRing	#Audi #FourRing	#SolarEclipse #E	#1Hotels #Hana
Video length	-	-	-	-	30
Number of reel views	-	-	-	-	46800
Video sound	-	-	-	-	4
Content categories					
Model/type	1	1	1	6	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	100	100	100	100	200
Topic of the post	1000	1000	1000	1000	1110 / 1000
Purpose of the post	21200	21200	21200	21200	20000 / 21200
Actuality	10	10	10	10	10
Motif	122	121	122	100	180
Product focus	200	200	200	200	220
Colors	320	320	320	320	320
Ambiente	402	430	430	420	450
State/condition	1	1	1	1	3
Number of actors / persons	0	0	0	0	1
Gender of actors/persons	-	-	-	-	F
Context	530	500	530	530	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	20	20	20	20	20
Type of content	120	120	110	120	110
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	30	31	32	33	34
Amount of likes	129	120	243	113	353
Amount of comments	21	21	15	11	26
Amount Reactions, Comments	195	184	319	145	481
Interaction Rate	0,00%	0,00%	0,00%	0,00%	0,00%
Engagement Rate	0,00%	0,00%	0,00%	0,00%	0,00%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	15.04.2024	16.04.2024	17.04.2024	18.04.2024	19.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	1
Length of posts descriptions	51	35	37	30	31
Used emojis	0	0	0	0	0
Number of hashtags used	6	6	6	6	6
Hashtags	#1Hotels #Hanal	#1Hotels #Hanal	#1Hotels #Hanal	#1Hotels #Hanal	#1Hotels #Hanal
Video length	30	12	-	12	-
Number of reel views	46800	28400	-	63400	-
Video sound	4	1	-	4	-
Content categories					
Model/type	1	1	1	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	200
Topic of the post	1110 / 1000	1110 / 1000	1000	1110 / 1000	1000
Purpose of the post	20000 / 21200	20000 / 21200	21200	20000 / 21200	21200
Actuality	10	10	10	10	10
Motif	180	180	121	180	121
Product focus	220	220	200	220	200
Colors	320	320	320	320	320
Ambiente	450	450	402	450	420
State/condition	3	3	1	3	1
Number of actors / persons	1	1	0	1	0
Gender of actors/persons	F	F	-	F	-
Context	500	500	530	500	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	120	120	120	110	120
Post-Link	https://www.instagram.com/reel/ctagram.com/reel/stagram.com/p/Ctagram.com/reel/				
Post Number	1	2	3	4	5
Amount of likes	3671	5288	3490	8943	1987
Amount of comments	9	60	21	26	8
Amount Reactions, Comm	3680	5348	3511	8969	1995
Interaction Rate	0,27%	0,39%	0,26%	0,66%	0,15%
Engagement Rate	0,27%	0,39%	0,26%	0,66%	0,15%
Analysis date	06.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	22.01.2024	23.01.2024	24.01.2024	24.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	1	0	1
Length of posts descriptor	69	125	59	64	60
Used emojis	0	0	0	0	0
Number of hashtags used	3	7	5	4	4
Hashtags	#AudiDakar #Dae #kaipflaume #ebuehel #RSetrondiForumNeckarsDakar #RSQetron				
Video length	160	30	49	-	59
Number of reel views	179000	183000	100000	-	83800
Video sound	4	4	4	-	4
Content categories					
Model/type	7	1	3	4	7
Version	S	S	S	S	S
Production time	40	10	10	30	40
Vehicle category	200	100	200	100	300
Topic of the post	1210/1400/1000	1000	1000/1400	1210	1210
Purpose of the post	20000	21200	20000/21200	21100	20000
Actuality	20	10	40	20	20
Motif	180	180	180	110	180/130
Product focus	210	200	210	200	210
Colors	320	320	320	320	320
Ambiente	402	440	410	440	420
State/condition	3	1	2	1	3
Number of actors / person	~	1	3	0	~
Gender of actors/persons	M	M	M	-	M
Context	520	500	520	550	520
Tags	670	610	650	640	630
Influencer/Cooperators	emilbergkvist; da	Kai Pflaume	ureuther; benedik	-	disport; dakarrall
Amount of follower of tagg	emil:7142; dakar	813000	564000; Benedikt	-	300000; Dakarrall

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	120	120	100	110	110
Post-Link	instagram.com/reel	instagram.com/reel	instagram.com/p	instagram.com/p	instagram.com/p
Post Number	6	7	8	9	10
Amount of likes	2736	3356	6854	12745	12494
Amount of comments	5	13	27	26	73
Amount Reactions, Comm	2741	3369	6875	12771	12567
Interaction Rate	0,20%	0,25%	0,51%	0,94%	0,93%
Engagement Rate	0,20%	0,25%	0,51%	0,94%	0,93%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	24.01.2024	25.01.2024	26.01.2024	27.01.2024	30.01.2024
Tagged location	-	-	-	Zell am See	-
Text included in the picture	1	1	0	0	0
Length of posts descriptor	88	116	83	99	62
Used emojis	0	0	0	0	0
Number of hashtags used	6	3	3	2	2
Hashtags	rocketron #HahneRSetronGT #FATRSetronGT #FAT!Audi #FATicerace				#Audi #Q7
Video length	60	31	-	-	-
Number of reel views	103000	114000	-	-	-
Video sound	4	4	-	-	-
Content categories					
Model/type	3	8	3	7	1
Version	S	S	S	S	N
Production time	10	50	10	30	10
Vehicle category	200	400	200	100	100
Topic of the post	1000/1230	1210	1000	1000 / 1210	1000
Purpose of the post	21200/20000	21100	21200	21200	21200
Actuality	20	30	20	20	10
Motif	180	180	100	110	100
Product focus	210	210	200	200	200
Colors	320	320	320	320	320
Ambiente	420	420	420	420	430
State/condition	3	2	1	2	1
Number of actors / person	3	0	0	0	0
Gender of actors/persons	M	-	-	-	-
Context	520	520	520	520	530
Tags	650	630	630	630	640
Influencer/Cooperators	linusstrasser	ternational; fat.icerace	ternational; fat.icerace	ternational; fat.icerace	-
Amount of follower of tagg	53900	6100; fat.icerace	6100; fat.icerace	6100; fat.icerace	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	100	100	100	100	110
Post-Link	stagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/p/Cn.com/p/C2-TG2/				
Post Number	16	17	18	19	20
Amount of likes	6737	13507	8173	7852	13256
Amount of comments	11	24	40	79	47
Amount Reactions, Comm	6748	13531	8213	7931	13303
Interaction Rate	0,50%	1,00%	0,60%	0,58%	0,98%
Engagement Rate	0,50%	1,00%	0,60%	0,58%	0,98%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	03.02.2024	03.02.2024	04.02.2024	05.02.2024	05.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	54	66	41	38	44
Used emojis	0	0	0	0	0
Number of hashtags used	3	3	2	3	4
Hashtags	S5Sportback #ARS5Sportback #Ali #AudiRS5Sportsthecar #Audi #vi85Sportback #qu				
Video length	-	-	-	-	-
Number of reel views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	3	3	3	9	3
Version	S	S	S	-	S
Production time	60	60	60	60	60
Vehicle category	100	100	100	500	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	23200	21200
Actuality	10	10	40	40	40
Motif	122	122	100	121	121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	450	450	420	420	420
State/condition	1	1	1	1	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	520	520	520	530	520
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	110	120	110	110	110
Post-Link	https://www.instagram.com/reel/https://www.instagram.com/p/Cstagram.com/p/C https://www.instagram.com/p/C https://www.instagram.com/p/C				
Post Number	21	22	23	24	25
Amount of likes	32638	6836	34625	6930	3502
Amount of comments	240	54	110	20	15
Amount Reactions, Comm	32878	6890	34735	6950	3515
Interaction Rate	2,40%	0,51%	2,56%	0,51%	0,26%
Engagement Rate	2,40%	0,51%	2,56%	0,51%	0,26%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	06.02.2024	07.02.2024	08.02.2024	09.02.2024	10.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	0	0
Length of posts descriptor	65	77	78	82	62
Used emojis	0	0	0	0	0
Number of hashtags used	3	3	4	5	5
Hashtags	ntGT #Performali	#RS6AvantGT	ntGT #Throwback	#AudiSport #Audi	#Audi #Dakar #F
Video length	-	15	-	-	-
Number of reel views	-	150000	-	-	-
Video sound	-	4	-	-	-
Content categories					
Model/type	4	4	4	1	9
Version	S	S	S	N	-
Production time	10	10	50	10	60
Vehicle category	100	100	400	200	500
Topic of the post	1000	1000	1000	1000	1210
Purpose of the post	21200	21200	21200	21200	21100
Actuality	10	10	10	10	60
Motif	100	180	110	100	140
Product focus	200	200	200	200	230
Colors	310	320	320	300	320
Ambiente	403	403	402	401	450
State/condition	2	3	1	1	4
Number of actors / person	0	0	0	0	2
Gender of actors/persons	-	-	-	-	M
Context	520	520	520	530	520
Tags	640	640	640	640	650; 630
Influencer/Cooperators	-	-	-	-	carlossainzoficia
Amount of follower of tagg	-	-	-	-	carlos: 771000; ;

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	120	110	100	110	100
Post-Link	https://www.instagram.com/audi_italia/	https://www.instagram.com/audi_italia/	https://www.instagram.com/audi_italia/	https://www.instagram.com/audi_italia/	https://www.instagram.com/audi_italia/
Post Number	36	37	38	39	40
Amount of likes	2104	8074	8859	4967	16091
Amount of comments	3	54	118	19	62
Amount Reactions, Comments	2107	8128	8977	4986	16153
Interaction Rate	0,15%	0,60%	0,66%	0,37%	1,19%
Engagement Rate	0,15%	0,60%	0,66%	0,37%	1,19%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	17.05.2024	18.02.2024	19.02.2024	20.02.2024	20.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts descriptions	100	51	30	69	83
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	3	4
Hashtags	#Audi #SQ8etron	#Audi #Emobility	#guessthecar #Audi	#Audi #Q5Sport	#Audi #RS6Avar
Video length	30	-	-	-	-
Number of reel views	91300	-	-	-	-
Video sound	4	-	-	-	-
Content categories					
Model/type	1	1	9	1	4
Version	N	N	-	N	S
Production time	10	10	10	10	10
Vehicle category	200	200	500	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	20000 / 21200	21200	23200	21200	21200
Actuality	40	10	10	10	10
Motif	180	100	121	100	100
Product focus	210	200	200	200	200
Colors	320	320	300	320	320
Ambiente	450	401	450	401	430
State/condition	3	1	4	1	1
Number of actors / persons	3	0	0	0	0
Gender of actors/persons	M	-	-	-	-
Context	520	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	120	110	100	120	100
Post-Link	https://www.instagram.com/p/Cv8Q8etron/	https://www.instagram.com/p/Cv8Q8etron/	https://www.instagram.com/p/Cv8Q8etron/	https://www.instagram.com/p/Cv8Q8etron/	https://www.instagram.com/p/Cv8Q8etron/
Post Number	41	42	43	44	45
Amount of likes	3034	19159	3896	2568	3203
Amount of comments	22	86	17	15	10
Amount Reactions, Comments	3056	19245	3913	2583	3213
Interaction Rate	0,22%	1,41%	0,29%	0,19%	0,24%
Engagement Rate	0,22%	1,41%	0,29%	0,19%	0,24%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	21.02.2024	22.02.2024	22.02.2024	24.02.2024	25.02.2024
Tagged location		-	-	-	-
Text included in the picture	1	0	0	1	0
Length of posts descriptions	50	48	107	36	60
Used emojis	0	0	0	0	0
Number of hashtags used	3	4	5	3	4
Hashtags	#Audi #Q5Sport	#Audi #Throwba	#Audi #Q8etron	#Audi #Q7SUV	#Audi #Emobility
Video length	15	-	-	10	-
Number of reel views	101000	-	-	94300	-
Video sound	1	-	-	1	-
Content categories					
Model/type	1	2	1	1	1
Version	N	S	N	N	N
Production time	10	30	10	10	10
Vehicle category	100	100	200	100	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	60	60	10	10
Motif	180	100	190	180	100
Product focus	200	200	210	210	200
Colors	320	300	320	320	320
Ambiente	401	403	402	450	430
State/condition	2	1	1	3	1
Number of actors / persons	0	0	0	~	0
Gender of actors/persons	-	-	-	F/M	-
Context	530	550	530	500	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	100	100	100	110	100
Post-Link	https://www.instagram.com/p/Cv8Q8Sportt/	https://www.instagram.com/p/Cv8Q8Sportt/	https://www.instagram.com/p/Cv8Q8Sportt/	https://www.instagram.com/p/Cv8Q8Sportt/	https://www.instagram.com/p/Cv8Q8Sportt/
Post Number	51	52	53	54	55
Amount of likes	6649	3722	4085	4755	4223
Amount of comments	21	7	24	17	41
Amount Reactions, Comments	6670	3729	4109	4772	4264
Interaction Rate	0,49%	0,27%	0,30%	0,35%	0,31%
Engagement Rate	0,49%	0,27%	0,30%	0,35%	0,31%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	02.03.2024	03.03.2024	04.03.2024	04.03.2024	05.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts description	149	65	39	54	20
Used emojis	0	0	0	0	0
Number of hashtags used	2	3	3	4	4
Hashtags	#Audi #Audi #Audi	#Audi #Emobility	#guessthecar #A	#Audi #Q8Sportt	#Q6etron #Audi
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	3	1	9	1	1
Version	S	N	-	N	N
Production time	10	10	60	10	10
Vehicle category	200	200	500	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	23200	21200	21200
Actuality	10	10	10	10	30
Motif	100	110	121	100	121
Product focus	200	200	200	200	210
Colors	320	320	300	320	300
Ambiente	402	430	450	402	450
State/condition	2	1	2	2	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	500/540	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged e	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	120	120	110	120	120
Post-Link	https://www.instagram.com/p/Cv8tYUwPz9I/	https://www.instagram.com/p/Cv8tYUwPz9I/	https://www.instagram.com/p/Cv8tYUwPz9I/	https://www.instagram.com/p/Cv8tYUwPz9I/	https://www.instagram.com/p/Cv8tYUwPz9I/
Post Number	66	67	68	69	70
Amount of likes	2050	2572	3940	1854	3671
Amount of comments	12	20	30	5	56
Amount Reactions, Comments	2062	2592	3970	1859	3727
Interaction Rate	0,15%	0,19%	0,29%	0,14%	0,27%
Engagement Rate	0,15%	0,19%	0,29%	0,14%	0,27%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.03.2024	15.03.2024	16.03.2024	16.03.2024	17.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	1	0	1	1
Length of posts descriptions	73	39	37	53	46
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	5	5
Hashtags	#Q6etron #Vorsprung #Audi	#Audi #A3Sportback #Audi	#Audi #A3allroad #Audi	#Audi #Vorsprung #Audi	#Audi #Q6etron #Audi
Video length	62	14	-	69	49
Number of video views	88800	90600	-	91700	152000
Video sound	4	1	-	4	4
Content categories					
Model/type	1	5	5	9	1
Version	N	N	N	-	N
Production time	10	10	10	60	10
Vehicle category	200	100	100	200	200
Topic of the post	1500	1000	1000	1500	1500
Purpose of the post	21100	21200	21200	21100	21200
Actuality	30	10	10	30	30
Motif	180	180	140	180	180
Product focus	210	210	210	220	220
Colors	320	320	320	320	320
Ambiente	450	410	410	450	450
State/condition	2	1	1	4	1
Number of actors / persons	3	2	1	3	1
Gender of actors/persons	M	F/M	F	M	M
Context	540	500	500	540	540
Tags	640	640	640	640	660
Influencer/Cooperators	-	-	-	-	reisingerandres
Amount of follower of tagged	-	-	-	-	548000

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	110	100	100	120	100
Post-Link	https://www.instagram.com/p/Cv8tRor	https://www.instagram.com/p/Cv8tRor	https://www.instagram.com/p/Cv8tRor	https://www.instagram.com/p/Cv8tRor	https://www.instagram.com/p/Cv8tRor
Post Number	91	92	93	94	95
Amount of likes	7415	5113	3590	1433	2986
Amount of comments	33	15	13	5	19
Amount Reactions, Comments	7448	5128	3603	1438	3005
Interaction Rate	0,55%	0,38%	0,26%	0,11%	0,22%
Engagement Rate	0,55%	0,38%	0,26%	0,11%	0,22%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	05.04.2024	05.04.2024	06.04.2024	07.04.2024	08.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	1	0
Length of posts descriptor	43	35	34	49	24
Used emojis	0	0	0	0	0
Number of hashtags used	4	4	4	4	4
Hashtags	#Audi #SQ8etron	#Audi #SQ6etron	#Audi #SQ6etron	#Audi #Vorsprung	#SQ6etron #Audi
Video length	-	-	-	56	-
Number of video views	-	-	-	77500	-
Video sound	-	-	-	4	-
Content categories					
Model/type	1	1	1	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	200
Topic of the post	1000	1000	1000	1500	1000
Purpose of the post	21200	21200	21200	21100	21200
Actuality	10	10	10	10	10
Motif	100	122	130	180	130
Product focus	200	200	210	220	210
Colors	320	320	320	320	320
Ambiente	410	440	430	450	430
State/condition	1	1	1	3	1
Number of actors / person	0	0	1	3	1
Gender of actors/persons	-	-	F	F/M	F
Context	530	530	500	540	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	10	10	10	10	10
Type of content	100	100	100	110	100
Post-Link	https://www.instagram.com/p/Cv8tYUwz9nI/	https://www.instagram.com/p/Cv8tYUwz9nI/	https://www.instagram.com/p/Cv8tYUwz9nI/	https://www.instagram.com/p/Cv8tYUwz9nI/	https://www.instagram.com/p/Cv8tYUwz9nI/
Post Number	106	107	108	109	110
Amount of likes	4314	7361	3353	5892	4038
Amount of comments	7	119	35	22	12
Amount Reactions, Comments	4321	7480	3388	5914	4050
Interaction Rate	0,32%	0,55%	0,25%	0,43%	0,30%
Engagement Rate	0,32%	0,55%	0,25%	0,43%	0,30%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	06.05.2024
Publication date	14.04.2024	15.04.2024	16.04.2024	16.04.2024	17.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptions	48	39	54	52	52
Used emojis	0	0	0	0	0
Number of hashtags used	5	4	6	3	4
Hashtags	#Audi #Zubehör	#guessthecar #Audi	#Audi #Fantic #Nissan	#Audi #AudiA6Li	#Audi #S3 #S3S
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	1	9	9	3	5
Version	N	N	N	N	N
Production time	10	60	10	10	10
Vehicle category	100	500	200	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	23200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100	121	150	121	122
Product focus	200	200	200	200	200
Colors	320	320	320	320	300
Ambiente	420	450	410	450	450
State/condition	1	1	1	1	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	500	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	20	20	20	20	20
Type of content	110	110	110	110	120
Post-Link	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...
Post Number	1	2	3	4	5
Amount of likes	48556	31405	36729	191340	66946
Amount of comments	200	117	151	860	376
Amount Reactions, Comm	48756	31522	31522	192200	67322
Interaction Rate	0,28%	0,18%	0,21%	1,11%	0,39%
Engagement Rate	0,28%	0,18%	0,21%	1,11%	0,39%
Analysis date	10.05.2024	10.05.2024	10.05.24	10.05.24	10.05.24
Publication date	01.02.2024	03.02.2024	03.02.2024	05.02.24	06.02.24
Tagged location	-	-	-	-	-
Text included in the picture	0	1	1	1	1
Length of posts descriptio	16	24	21	12	21
Used emojis	0	0	0	0	0
Number of hashtags used	10	10	10	9	9
Hashtags	#Audiogram #Cars	#AudiQ5PHEV #	#AudiQ5 #Audi #	#AudiRS6Avant	#AudiRS6Avant
Video length	-	-	-	-	15
Number of video views	-	-	-	-	1000000
Video sound	-	-	-	-	4
Content categories					
Model/type	1	1	1	4	4
Version	N	N	N	S	S
Production time	10	10	10	10	10
Vehicle category	300	300	300	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	121	121	122	100	180
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	402	430	450	440	403
State/condition	2	1	1	1	3
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	520
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	20	20	20	20	20
Type of content	110	110	100	110	110
Post-Link	https://www.instagram.com/p/Cv8tYUWwXnI/	https://www.instagram.com/p/Cv8tYUWwXnI/	https://www.instagram.com/p/Cv8tYUWwXnI/	https://www.instagram.com/p/Cv8tYUWwXnI/	https://www.instagram.com/p/Cv8tYUWwXnI/
Post Number	6	7	8	9	10
Amount of likes	96490	38671	30407	37550	43847
Amount of comments	337	128	113	108	122
Amount Reaktions, Comments	96827	38799	30520	37658	43969
Interaction Rate	0,56%	0,22%	0,18%	0,22%	0,25%
Engagement Rate	0,56%	0,22%	0,18%	0,22%	0,25%
Analysis date	10.05.2024	05.10.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	08.02.24	20.02.24	22.02.2024	26.06.2024	28.02.2024
Tagged location	-	-	-	-	Aspen
Text included in the picture	1	1	0	0	1
Length of posts descriptions	22	15	16	18	18
Used emojis	0	0	0	0	0
Number of hashtags used	9	8	8	8	10
Hashtags	#AudiRS6AvantC	#AudiQ4etron #F	#AudiQ4etron #F	#AudiQ4etron #F	#FATIceRace #F
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	4	1	1	1	7
Version	S	N	N	N	S
Production time	10	10	10	10	30
Vehicle category	100	200	200	200	100
Topic of the post	1000	1000	1000	1000	1000 / 1210
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	60
Motif	122	121	122	121	100
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	440	450	450	450	420
State/condition	1	4	1	1	2
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	520 / 550
Tags	640	660	660	660	630
Influencer/Cooperators	-	jeremycliff	jeremycliff	jeremycliff	t.icerace; dindoc
Amount of follower of tagged	-	106000	106000	106000	22600; dindo: 26

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	20	20	20	20	20
Type of content	110	110	110	110	110
Post-Link	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/C	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/C	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/C	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/C	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/C
Post Number	11	12	13	14	15
Amount of likes	93920	44368	34262	31689	54747
Amount of comments	167	91	127	116	198
Amount Reaktions, Comments	94087	44459	34389	31805	54945
Interaction Rate	0,54%	0,26%	0,20%	0,18%	0,32%
Engagement Rate	0,54%	0,26%	0,20%	0,18%	0,32%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.02.2024	01.02.2024	02.03.2024	03.03.2024	04.03.2024
Tagged location	Aspen	Aspen	Aspen	Aspen	Aspen
Text included in the picture	1	1	1	1	0
Length of posts description	25	37	18	20	17
Used emojis	0	0	0	0	0
Number of hashtags used	10	11	12	13	14
Hashtags	#AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport	#AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport	#AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport	#AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport	#AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport #AudiSport
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	7	7	1	1	1
Version	S	S	N	N	N
Production time	30	30	10	10	10
Vehicle category	100	100	200	200	200
Topic of the post	1000 / 1210	1000 / 1210	1000 / 1230	1000 / 1230	1000 / 1230
Purpose of the post	21200	21200 / 23200	21200	21200	21200
Actuality	60	60	20	20	20
Motif	121	110	121	121	121
Product focus	200	200	200	200	210
Colors	320	320	320	320	320
Ambiente	420	420	420	420	410
State/condition	1	2	1	1	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	520 / 550	520 / 550	520	520	520
Tags	630	630	630	630	630
Influencer/Cooperators	fat.icerace	fat.icerace; dindocan	fat.icerace; dindocan	fat.icerace; dindocan	fat.icerace; dindocan
Amount of follower of tagged	22600	22600; dindo: 261	22600; dindo: 261	22600; dindo: 261	22600; dindo: 261

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	20	20	20	20	20
Type of content	110	110	120	110	110
Post-Link	https://www.instagram.com/p/Cv8Q77Zv8Q7/	https://www.instagram.com/p/Cv8Q77Zv8Q7/	https://www.instagram.com/p/Cv8Q77Zv8Q7/	https://www.instagram.com/p/Cv8Q77Zv8Q7/	https://www.instagram.com/p/Cv8Q77Zv8Q7/
Post Number	26	27	28	29	30
Amount of likes	36867	46138	17553	34411	61931
Amount of comments	130	164	138	152	239
Amount Reactions, Comments	36997	46302	17691	34563	62170
Interaction Rate	0,21%	0,27%	0,10%	0,20%	0,36%
Engagement Rate	0,21%	0,27%	0,10%	0,20%	0,36%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	27.03.2024	28.03.2024	02.04.2024	04.04.2024	05.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	1	1	0
Length of posts description	32	32	26	37	36
Used emojis	0	0	0	0	0
Number of hashtags used	8	8	8	8	8
Hashtags	#AudiSQ7 #Audi	#AudiSQ7 #Audi	#AudiQ7 #Audi	#AudiQ7 #Audi	#AudiQ7 #Audi
Video length	-	-	10	-	-
Number of video views	-	-	452000	-	-
Video sound	-	-	1	-	-
Content categories					
Model/type	1	1	1	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	100	100	100	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	121	122	180	100	122
Product focus	200	200	210	200	200
Colors	320	320	320	320	320
Ambiente	402	402	430	450	430
State/condition	1	1	3	1	1
Number of actors / person	0	0	~	0	0
Gender of actors/persons	-	-	F/M	-	-
Context	530	530	500	500	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	100	120	100	120	100
Post-Link	https://www.facebook.com/watch/?v=64103544806554				
Post Number	1	2	3	4	5
Amount of likes	178	94	131	124	138
Amount of comments	8	3	15	23	5
Amount Reactions, Comments	214	104	157	170	159
Interaction Rate	0,02%	0,01%	0,01%	0,01%	0,01%
Engagement Rate	0,02%	0,01%	0,01%	0,01%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	23.01.2024	24.01.2024	25.01.2024	26.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	1	0
Length of posts description	162	13	174	25	181
Used emojis	2	3	1	3	1
Number of hashtags used	4	5	4	0	4
Hashtags	#M8 #BMW #THEi4 #i4 #BMM #XM #BMW			-	WiX2 #iX2 #BMV
Video length	-	6	-	15	-
Number of video views	-	3700	-	4400	-
Video sound	-	1	-	5	-
Content categories					
Model/type	3	3	1	4	1
Typ	S	N	S	N	N
Production time	10	10	10	10	10
Vehicle category	100	200	200	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200 / 23200
Actuality	10	10	10	10	10
Motif	100	100	121	100	100
Product focus	200	200	200	200	200
Colors	320	320	320	300	320
Ambiente	402	402 / 420	420	450	401
State/condition	1	3	1	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	660	640	640	640	640
Influencer/Cooperators	petermosoni	-	-	-	-
Amount of follower of tagg	17.040	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	120	110	100	100	110
Post-Link	&eav=Afb7KmnU64103544806554&eav=AfZkHIH7Y6410354480655464103544806554				
Post Number	6	7	8	9	10
Amount of likes	353	258	903	4122	946
Amount of comments	11	8	58	70	56
Amount Reactions, Comm	418	302	1067	4427	1138
Interaction Rate	0,03%	0,02%	0,08%	0,33%	0,09%
Engagement Rate	0,03%	0,02%	0,08%	0,33%	0,09%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.01.2024	30.01.2024	31.01.2024	01.02.2024	02.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	16	20	11	20	17
Used emojis	2	2	0	1	0
Number of hashtags used	4	3	3	5	5
Hashtags	X6 #X6 #BMW #TheX5 #X5 #BM #M4 #M4 #BMW #BMW #BMW # #M4 #Coupe #E				
Video length	9	-	-	-	-
Number of video views	61400	-	-	-	-
Video sound	1	-	-	-	-
Content categories					
Model/type	1	1	2	1	2
Typ	N	N	S	N	S
Production time	10	10	10	10	10
Vehicle category	100	100	100	200	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200 / 23200	21200
Actuality	10	10	10	10	10
Motif	100 / 121	121 / 122	100	121	100
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	401	402	402	450	402
State/condition	1	1	2	4	2
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	100	110	110	100	100
Post-Link	641035448065546/posts/78728190&eav=AfYrk-siM641035448065546				
Post Number	11	12	13	14	15
Amount of likes	309	209	192	5415	291
Amount of comments	46	60	201	174	45
Amount Reaktions, Comm	401	329	519	5916	374
Interaction Rate	0,03%	0,02%	0,04%	0,45%	0,03%
Engagement Rate	0,03%	0,02%	0,04%	0,45%	0,03%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	02.02.2024	05.02.2024	06.02.2024	07.02.2024	08.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	20	45	202	20	205
Used emojis	0	3	3	0	0
Number of hashtags used	4	3	5	5	5
Hashtags	EW4 #4 #BMW Klasse #Neue Klasse #THEiX #iX #BMng #i5 #BMW i #Bng #i5 #BMW i #E				
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	2	5	1	4	4
Typ	N	N	S	N	N
Production time	10	40	10	10	10
Vehicle category	200	200	200	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200 / 23200	21200 / 23200	21200	21200
Actuality	10	10	10	10	10
Motif	100	100 / 121	100 / 121	100	110
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	401	450	450	401	401
State/condition	2	1	1	2	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

[illegible]

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	100	110	100	100	110
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	26	27	28	29	30
Amount of likes	6560	741	160	174	538
Amount of comments	181	144	18	29	131
Amount Reactions, Comments	7100	997	211	243	761
Interaction Rate	0,54%	0,08%	0,02%	0,02%	0,06%
Engagement Rate	0,54%	0,08%	0,02%	0,02%	0,06%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.02.2024	01.03.2024	04.03.2024	05.03.2024	06.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptions	26	21	16	24	16
Used emojis	3	1	2	3	2
Number of hashtags used	3	5	3	4	4
Hashtags	#BMW #BMW #THE5 #5er #plu #TheX5 #X5 #BMW #TheXM #XM #E #TheXM #XM #				
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	3	3	1	1	1
Typ	N	N	N	S	S
Production time	10	10	10	10	10
Vehicle category	200	300	100	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	40	10	10	10	10
Motif	100	100	100	121	130
Product focus	200	200	200	200	210
Colors	320	320	320	320	320
Ambiente	402	402	402	420	410
State/condition	2	2	2	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	100	110	120	100	100
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	31	32	33	34	35
Amount of likes	208	163	64	99	3584
Amount of comments	26	22	10	8	64
Amount Reactions, Comments	272	214	94	120	3863
Interaction Rate	0,02%	0,02%	0,01%	0,01%	0,29%
Engagement Rate	0,02%	0,02%	0,01%	0,01%	0,29%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	07.03.2024	08.03.2024	11.03.2024	12.03.2024	13.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptions	17	139	60	139	42
Used emojis	3	0	0	6	4
Number of hashtags used	4	5	6	0	5
Hashtags	#TheXM #XM #ErMahlangu #We #bmwi #thei5 #b -				#THENEW5Tou
Video length	-	-	14	-	-
Number of video views	-	-	4100	-	-
Video sound	-	-	1	-	-
Content categories					
Model/type	1	8	3	9	4
Typ	S	N	N	-	N
Production time	10	50	10	60	10
Vehicle category	200	400	200	500	200
Topic of the post	1000	1000	1000 / 1220	1000 / 1600	1000
Purpose of the post	21200	21200 / 21100	21200	21200 / 22000	21200 / 23200
Actuality	10	10	60	10	10
Motif	100	110 / 130	180	130 / 190	100
Product focus	200	210	220	210	200
Colors	320	320	320	320	320
Ambiente	401	440	450	420	410
State/condition	1	1	3	1	1
Number of actors / person	0	2	~	1	0
Gender of actors/persons	-	F	F	M	-
Context	530	530	510	500	530
Tags	640	630	640	640	640
Influencer/Cooperators	-	e_in	-	-	-
Amount of follower of tagg	-	no facebook	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	110	100	120	120	110
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	36	37	38	39	40
Amount of likes	365	73	52	304	1303
Amount of comments	101	7	3	35	357
Amount Reactions, Comments	549	92	65	390	1910
Interaction Rate	0,04%	0,01%	0,00%	0,03%	0,14%
Engagement Rate	0,04%	0,01%	0,00%	0,03%	0,14%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.03.2024	18.03.2024	19.03.2024	20.03.2024	21.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts description	22	40	46	36	45
Used emojis	1	2	4	1	0
Number of hashtags used	4	4	8	3	3
Hashtags	#TheXM #XM #E #BMW #BMWGr #BMW #BMW #THEVisionNeue #BMW #NeueKI				
Video length	-	-	33	8	-
Number of video views	-	-	2600	13000	-
Video sound	-	-	1	1	-
Content categories					
Model/type	1	5	1	9	1
Typ	S	N	N	-	N
Production time	10	40	10	40	40
Vehicle category	200	200	200	200	200
Topic of the post	1000	1000 / 1210	1230 / 1000	1000	1000
Purpose of the post	21200	21200	20000 / 21200	21200	21200
Actuality	10	30	30	30	10
Motif	100	130	180	121	100
Product focus	200	220	210	200	200
Colors	320	320	320	320	320
Ambiente	430	430	420	450	430
State/condition	1	1	1	1	1
Number of actors / person	0	1	~	0	0
Gender of actors/persons	-	F	F/M	-	-
Context	500	500	520	530	500
Tags	640	640	630	640	640
Influencer/Cooperators	-	-	biathlonworld	-	-
Amount of follower of tag	-	-	kein Facebook	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	110	100	100	100	120
Post-Link	https://www.facebook.com/watch/?v=	https://www.facebook.com/watch/?v=	https://www.facebook.com/watch/?v=	https://www.facebook.com/watch/?v=	https://www.facebook.com/watch/?v=
Post Number	41	42	43	44	45
Amount of likes	349	73	118	5552	40
Amount of comments	47	13	12	172	14
Amount Reactions, Comments	438	95	145	6176	66
Interaction Rate	0,03%	0,01%	0,01%	0,47%	0,00%
Engagement Rate	0,03%	0,01%	0,01%	0,47%	0,00%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.03.2024	25.03.2024	26.03.24	27.03.2024	28.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts description	12	12	41	18	27
Used emojis	3	0	1	2	4
Number of hashtags used	4	4	1	6	2
Hashtags	#TheXM #XM #E #BMW #BMW	#BMW #BMW #BMW #BMW #BMW #BMW	WhateverHappen	#THEi5 #i5 #BM3MW #FroheOste	
Video length	-	-	-	-	15
Number of video views	-	-	-	-	1500
Video sound	-	-	-	-	0
Content categories					
Model/type	1	3	3	3	1
Typ	S	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	500
Topic of the post	1000	1000	1000 / 1600	1000	1220
Purpose of the post	21200	21200	21200	21200	20000 / 23200
Actuality	10	40	40	10	50
Motif	100	100	100 / 150	100	180
Product focus	200	200	200	200	210
Colors	320	320	320	320	320
Ambiente	420	402	420	410	402
State/condition	1	2	1	1	2
Number of actors / persons	1	0	0	0	0
Gender of actors/persons	M	-	-	-	-
Context	530	530	500	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	30	30	30	30	30
Type of content	100	100	100	100	100
Post-Link	https://www.facebook.com/brandaccount/posts/100?eav=AfZKLnUVav=AfZW2gaD2k&eav=AfYmw0Rveav=Afa7mlEHv-https://www.facebook.com/brandaccount/posts/100				
Post Number	51	52	53	54	55
Amount of likes	4191	75	349	140	340
Amount of comments	219	45	90	5	9
Amount Reactions, Comments	4853	137	501	177	403
Interaction Rate	0,37%	0,01%	0,04%	0,00%	0,03%
Engagement Rate	0,37%	0,01%	0,04%	0,00%	0,03%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	09.04.2024	10.04.2024	11.04.2024	12.04.2024	15.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts description	104	45	23	21	24
Used emojis	9	2	3	2	1
Number of hashtags used	2	5	2	3	5
Hashtags	#WhateverHappy #BMW #BMWClassic #BMWThe4 #BMWTheix2 #BMWTheix2 #BMWTheix2 #BMWTheix2 #BMWTheix2 #BMWTheix2				
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	1	1	3	2	1
Typ	N	N	N	N	N
Production time	10	10	30	10	10
Vehicle category	200	200	100	100	200
Topic of the post	1000 / 1600	1000	1000	1000	1000 / 1600
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	130	100	100	100	130
Product focus	210	200	200	200	210
Colors	320	320	320	320	320
Ambiente	401	402	401	402	410
State/condition	1	1	1	1	1
Number of actors / person	1	0	0	0	1
Gender of actors/persons	F	-	-	-	F
Context	530	530	550	530	530
Tags	640	640	660	640	640
Influencer/Cooperators	-	-	rotundbutterfahre	-	-
Amount of follower of tagg	-	-	26	-	-

Formal categories						
Coder	1	1	1	1	1	1
Medium	F	F	F	F	F	F
Brand account	30	30	30	30	30	30
Type of content	100	110	110	120	110	120
Post-Link	https://www.facebook.com/64103544806554/?eav=AfaIMitUH	https://www.facebook.com/64103544806554/?eav=AfaIMitUH	https://www.facebook.com/64103544806554/?eav=AfaIMitUH	https://www.facebook.com/64103544806554/?eav=AfaIMitUH	https://www.facebook.com/64103544806554/?eav=AfaIMitUH	https://www.facebook.com/64103544806554/?eav=AfaIMitUH
Post Number	56	57	58	59	60	61
Amount of likes	312	346	169	37	162	35
Amount of comments	14	92	11	1	4	0
Amount Reaktions, Comm	384	562	202	43	177	41
Interaction Rate	0,03%	0,04%	0,02%	0,00%	0,01%	0,00%
Engagement Rate	0,03%	0,04%	0,02%	0,00%	0,01%	0,00%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	16.04.2024	17.04.2024	18.04.2024	19.04.2024	21.04.2024	21.04.2024
Tagged location	-	-	-	-	-	-
Text included in the picture	0	0	0	1	1	1
Length of posts descriptor	30	59	25	61	32	35
Used emojis	3	1	1	4	4	3
Number of hashtags used	2	5	3	8	6	7
Hashtags	BMW #BMWClass #BMW i	BMW #BMW i	BMW #BMW i	BMW #BMW i	BMW #BMW i	BMW #BMW i
Video length	-	-	-	35	-	14
Number of video views	-	-	-	19900	-	20200
Video sound	-	-	-	4	-	4
Content categories						
Model/type	2	3	9	9	9	9
Typ	S	N	-	-	-	-
Production time	20	10	60	60	60	60
Vehicle category	100	200	500	500	500	500
Topic of the post	1000	1000	1600 / 1110	1230	1230	1230
Purpose of the post	21200	21200	21200	20000	20000	20000
Actuality	10	10	10	20	20	20
Motif	100	100	140	180	140	180
Product focus	200	200	200	230	230	210
Colors	320	320	320	320	320	320
Ambiente	410	440	450	450	450	450
State/condition	1	1	4	4	4	3
Number of actors / person	0	0	1	~	1	2
Gender of actors/persons	-	-	M	F/M	M	F/M
Context	550	550	500	520	520	520
Tags	660	640	640	610; 630	650; 630	630
Influencer/Cooperators	girlsgear	-	-	_carpendale; bmv_struff; bmvoper	bmvoper	bmvoper
Amount of follower of tagg	kein Facebook	-	-	kein Facebook	Struff: 17071	kein Facebook

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	40	40	40	40	40
Type of content	120	110	110	100	110
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	1	2	3	4	5
Amount of likes	322	810	1143	1462	629
Amount of comments	114	117	161	429	146
Amount Reactions, Comments	654	1209	1732	2558	1025
Interaction Rate	0,02%	0,04%	0,06%	0,09%	0,04%
Engagement Rate	0,02%	0,04%	0,06%	0,09%	0,04%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	30.01.2024	31.01.2024	31.01.2024	31.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts description	17	45	68	52	25
Used emojis	1	0	0	0	0
Number of hashtags used	0	0	2	2	2
Hashtags	-	-	#BMW #M4	#BMW #Z4	#BMW #Z4
Video length	8	-	-	-	-
Number of video views	47800	-	-	-	-
Video sound	1	-	-	-	-
Content categories					
Model/type	1	6	8	6	6
Typ	N	N	S	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100; 121; 122	100	110	100	121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	430	402 / 410	402	440	440
State/condition	3	3	3	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	660	640	640	640	640
Influencer/Cooperators	shuja_d_.x._b	-	-	-	-
Amount of follower of tagged	kein Facebook	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	40	40	40	40	40
Type of content	120	120	120	110	110
Post-Link	https://www.facebook.com/1015881111111111	https://www.facebook.com/1015881111111111	https://www.facebook.com/1015881111111111	https://www.facebook.com/1015881111111111	https://www.facebook.com/1015881111111111
Post Number	6	7	8	9	10
Amount of likes	252	848	961	446	252
Amount of comments	81	233	442	178	68
Amount Reactions, Comments	490	1458	2129	729	367
Interaction Rate	0,02%	0,05%	0,08%	0,03%	0,01%
Engagement Rate	0,00%	0,05%	0,08%	0,03%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	31.01.2024	02.02.2024	05.02.2024	13.02.2024	21.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	1	0	1
Length of posts description	6	5	81	25	22
Used emojis	0	0	0	0	0
Number of hashtags used	0	0	6	0	0
Hashtags	-	-	k #christopherwalken	-	-
Video length	15	15	60	-	-
Number of video views	4300	17200	29400	-	-
Video sound	3	1	4	-	-
Content categories					
Model/type	9	3	3	3	9
Typ	-	N	N	S	-
Production time	60	10	10	10	60
Vehicle category	500	200	200	200	200
Topic of the post	1700	1000 / 1110	1000 / 1110	1000	1000
Purpose of the post	20000	20000	20000	21200	21200 / 23600
Actuality	30	30	30	10	10
Motif	140	180	180	130; 140	180
Product focus	230	210	220	210	200
Colors	320	320	320	320	320
Ambiente	440	401	450	450	450
State/condition	4	3	3	1	1
Number of actors / persons	1	2	~	1	0
Gender of actors/persons	M	F/M	F/M	F	-
Context	530	500	500	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	christopher Walken	christopher Walken	christopher Walken; U	Bisa Buttler	-
Amount of follower of tagged	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	F	F	F	F	F
Brand account	40	40	40	40	40
Type of content	110	120	100	100	110
Post-Link	https://www.facebook.com/...	https://www.facebook.com/...	https://www.facebook.com/...	https://www.facebook.com/...	https://www.facebook.com/...
Post Number	11	12	13	14	15
Amount of likes	305	314	617	840	1347
Amount of comments	189	130	173	269	664
Amount Reactions, Comments	583	599	962	1340	2499
Interaction Rate	0,02%	0,02%	0,03%	0,05%	0,09%
Engagement Rate	0,02%	0,02%	0,03%	0,05%	0,09%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.02.2024	29.02.2024	13.03.2024	14.03.2024	21.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	0
Length of posts descriptions	17	93	37	32	58
Used emojis	1	1	0	0	0
Number of hashtags used	0	5	0	0	4
Hashtags	-	technology #FriezeL	-	-	#TheVisionNeue
Video length	-	13	-	-	-
Number of video views	-	41900	-	-	-
Video sound	-	5	-	-	-
Content categories					
Model/type	3	3	1	1	1
Typ	N	N	S	S	N
Production time	10	40	10	10	40
Vehicle category	400	200	200	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	180	180 / 160	100	100	100; 121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	450	440	420	410	430
State/condition	1	1	1	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagged	-	-	-	-	-

Formal categories			
Coder	1	1	1
Medium	F	F	F
Brand account	40	40	40
Type of content	100	120	100
Post-Link	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/	https://www.facebook.com/1000000000000000/
Post Number	16	17	18
Amount of likes	511	649	152
Amount of comments	255	189	15
Amount Reactions, Comments	898	1031	208
Interaction Rate	0,03%	0,04%	0,01%
Engagement Rate	0,03%	0,04%	0,01%
Analysis date	10.05.2024	10.05.2024	10.05.2024
Publication date	01.04.2024	04.04.2024	19.04.2024
Tagged location	-	-	-
Text included in the picture	0	1	0
Length of posts description	80	21	42
Used emojis	0	0	0
Number of hashtags used	0	0	1
Hashtags	-	-	#OldGloryRelay
Video length	-	21	-
Number of video views	-	12500	-
Video sound	-	4	-
Content categories			
Model/type	3	4	1
Typ	N	S	N
Production time	10	10	10
Vehicle category	200	100	500
Topic of the post	1500 / 1000	1000	1220 / 1000
Purpose of the post	21100	21200	20000 / 21100
Actuality	20	10	30
Motif	100	180	130
Product focus	200	200	210
Colors	320	320	320
Ambiente	402	420	402
State/condition	1	2	1
Number of actors / person	0	0	1
Gender of actors/persons	-	-	M
Context	540	530	530
Tags	640	640	640
Influencer/Cooperators	-	-	-
Amount of follower of tagged	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	110	100	110	100	110
Post-Link	Instagram.com/p/C Instagram.com/p/C Instagram.com/p/G Instagram.com/p/C Instagram.com/p/C				
Post Number	1	2	3	4	5
Amount of likes	925	3808	2136	1217	3120
Amount of comments	4	43	8	11	20
Amount Reactions, Comm	929	3851	2144	1228	3140
Interaction Rate	0%	1%	1%	0%	1%
Engagement Rate	0%	1%	1%	0%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	23.01.2024	24.01.2024	29.01.2024	30.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	183	65	174	173	16
Used emojis	1	3	1	1	1
Number of hashtags used	5	5	5	5	2
Hashtags	2 #BMW i #BMW	1 #BMW i #BMW	3 #BMW M #BMW	3 #BMW i #BMW	#BMW #KI
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	1	1	3	1	1
Version	N	N	S	N	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	500
Topic of the post	1000 / 1110	1000	1000	1000	1000
Purpose of the post	21200 / 23200	21200	21200	21200	21200 / 23200
Actuality	10	10	40	10	10
Motif	130 / 122	100	121	122	100
Product focus	210	200	200	200	210
Colors	320	320	320	320	320
Ambiente	450	420	450	450	420
State/condition	1	1	4	1	4
Number of actors / person	1	0	0	0	0
Gender of actors/persons	F	-	-	-	-
Context	500	530	530	530	530
Tags	640	630	640	640	640
Influencer/Cooperators	-	ige_feuerwehr_k	-	-	-
Amount of follower of tagg	-	472	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	120	100	120	110	100
Post-Link	tagram.com/reel/Cstagram.com/p/Ctagram.com/reel/n.com/p/C22rk3Xistagram.com/p/C				
Post Number	6	7	8	9	10
Amount of likes	2033	4579	2786	3679	1039
Amount of comments	12	19	17	19	4
Amount Reactions, Comm	2045	4598	2803	3698	1043
Interaction Rate	1%	2%	1%	1%	0%
Engagement Rate	1%	2%	1%	1%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	31.01.2024	31.02.2024	02.02.2024	02.02.2024	05.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	154	11	18	19	176
Used emojis	0	0	0	0	1
Number of hashtags used	3	4	4	3	5
Hashtags	#ENEW4 #4er #B/M4 #M4 #BMW/M4 #M4 #BMW/ENEW4 #4er #B#ix2 #BMW#BM				
Video length	11	-	9	-	-
Number of video views	50000	-	306000	-	-
Video sound	1	-	1	-	-
Content categories					
Model/type	2	2	2	2	1
Version	N	S	S	N	N
Production time	10	10	10	10	10
Vehicle category	100	100	100	100	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200 / 23200
Actuality	10	10	10	10	10
Motif	180	100	180	121	100
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	410	402	402	401	450
State/condition	1	2	1	1	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	100	100	100	110	100
Post-Link	https://www.instagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/p/C				
Post Number	11	12	13	14	15
Amount of likes	1125	1422	2159	1401	693
Amount of comments	10	8	12	9	4
Amount Reactions, Comm	1135	1430	2171	1410	697
Interaction Rate	0%	1%	1%	1%	0%
Engagement Rate	0%	1%	1%	1%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	06.02.2024	07.02.2024	08.02.2024	12.02.2024	13.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	14	21	206	189	40
Used emojis	1	0	0	3	3
Number of hashtags used	3	5	5	5	3
Hashtags	TheX4 #X4 #BMWing #i5 #BMW #Bng #i5 #BMW #B #BMW #BMW #MWzubehör #W/				
Video length	-	-	-	-	-
Number of video views	-	-	-	-	-
Video sound	-	-	-	-	-
Content categories					
Model/type	1	4	4	1	1
Version	N	N	N	N	N
Production time	10	10	10	10	10
Vehicle category	100	200	200	200	500
Topic of the post	1000	1000	1000	1000	1600
Purpose of the post	21200	21200	21200	21200 / 23200	21200
Actuality	10	10	10	10	40
Motif	100	100	110	100	130 / 150
Product focus	200	200	200	200	210
Colors	320	320	320	320	320
Ambiente	410	401	410	402	420
State/condition	1	2	1	1	1
Number of actors / person	0	0	0	0	1
Gender of actors/persons	-	-	-	-	M
Context	530	530	530	530	500
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	100	120	110	100	100
Post-Link	instagram.com/p/Gtagram.com/reel/instagram.com/p/Gtagram.com/p/Cinstagram.com/p/C				
Post Number	16	17	18	19	20
Amount of likes	7405	6626	1902	680	2891
Amount of comments	46	46	5	2	14
Amount Reactions, Comm	7451	6672	1907	682	2905
Interaction Rate	3%	2%	1%	0%	1%
Engagement Rate	3%	2%	1%	0%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	14.02.2024	15.02.2024	16.02.2024	19.02.2024	20.02.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	1	1
Length of posts descriptor	19	190	173	38	176
Used emojis	1	7	1	5	3
Number of hashtags used	6	6	4	7	5
Hashtags	#MWi #BMW #VaiW #FCBB #BMW #XM #BMW #CBB #BMW #MueM2 #Coupe #BM				
Video length	-	45	-	-	-
Number of video views	-	369000	-	-	-
Video sound	-	4	-	-	-
Content categories					
Model/type	3	3	1	9	2
Version	N	N	S	N	S
Production time	10	10	10	60	10
Vehicle category	200	200	200	500	100
Topic of the post	1000	1000 / 1230	1000	1230	1000
Purpose of the post	21200	20000 / 21200	21200	20000	21200
Actuality	50	60	10	20	40
Motif	100	180	121	140	121
Product focus	210	220	200	230	200
Colors	320	320	320	320	320
Ambiente	440	450	440	440	402
State/condition	1	3	1	4	4
Number of actors / person	0	~	0	~	0
Gender of actors/persons	-	F/M	-	M	-
Context	530	520	530	520	530
Tags	640	610; 630	640	630	660 / 620
Influencer/Cooperators	-	izjay; tscheeelo; k	-	asketball; bmw_mafoto; sally.bowl	
Amount of follower of tagg	-	Chelo: 45900; BM	-	l: 321000; bmwmna: 3106 ; sally: 5	

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	100	110	100	110	120
Post-Link	tagram.com/p/C3tagram.com/p/C3tagram.com/p/C4n.com/p/C4JE_Utagram.com/reel/				
Post Number	26	27	28	29	30
Amount of likes	2894	2353	1966	5037	2195
Amount of comments	14	13	9	34	12
Amount Reactions, Comm	2908	2366	1975	5071	2207
Interaction Rate	1%	1%	1%	2%	1%
Engagement Rate	1%	1%	1%	2%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.02.2024	01.03.2024	04.03.2024	05.03.2024	07.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	16	25	16	17	17
Used emojis	2	1	1	2	1
Number of hashtags used	4	3	6	3	3
Hashtags	M #XM #BMW M TheX5 #X5 #BMW Wi #BMW M #BMBMW #KI #KunsMWzubehör #W/				
Video length	-	-	-	-	6
Number of video views	-	-	-	-	53400
Video sound	-	-	-	-	0
Content categories					
Model/type	1	1	3	9	9
Version	S	N	N	N	N
Production time	10	10	10	30	60
Vehicle category	200	100	100	100	500
Topic of the post	1000	1000	1000	1000	1600
Purpose of the post	21200 / 23200	21200	21200	21200 / 23200	21200
Actuality	10	10	10	10	10
Motif	110	121	100	160	121 / 122
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	410	420	430	402	402
State/condition	1	1	1	1	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	550	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	110	100	100	100	120
Post-Link	https://www.instagram.com/p/Gstagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/p/Cstagram.com/reel				
Post Number	41	42	43	44	45
Amount of likes	3571	2625	1133	783	550
Amount of comments	6	14	4	9	7
Amount Reaktions, Comm	3577	2639	1137	792	557
Interaction Rate	1%	1%	0%	0%	0%
Engagement Rate	1%	1%	0%	0%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.03.2024	25.03.2024	26.03.2024	27.03.2024	28.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	26	36	38	45	24
Used emojis	2	5	2	3	2
Number of hashtags used	3	6	1	3	2
Hashtags	THE3 #3er #BMW #BMW #BMWWhateverHappenctiveCare #What3BMW #FroheOste				
Video length	-	-	-	-	15
Number of video views	-	-	-	-	77800
Video sound	-	-	-	-	0
Content categories					
Model/type	9	9	3	9	1
Version	N	N	N	-	N
Production time	10	10	10	60	10
Vehicle category	100	200	400	500	500
Topic of the post	1000	1000	1600	1600	1220
Purpose of the post	21200 / 23600	21200	21200 /23200	21200	20000 / 23200
Actuality	10	10	40	10	50
Motif	122	122	130	121	180
Product focus	200	200	210	210	210
Colors	320	320	320	320	320
Ambiente	450	440	420	410	402
State/condition	1	1	1	1	2
Number of actors / person	0	0	2	0	0
Gender of actors/persons	-	-	F/M	-	-
Context	530	530	500	500	530
Tags	640	660	640	640	640
Influencer/Cooperators	-	petermosoni	-	-	-
Amount of follower of tagg	-	12.000	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	100	120	100	110	100
Post-Link	stagram.com/p/C stagram.com/reel/ stagram.com/p/C stagram.com/p/C stagram.com/p/				
Post Number	46	47	48	49	50
Amount of likes	1676	2345	1077	2472	1584
Amount of comments	11	48	3	21	7
Amount Reactions, Comm	1687	2393	1080	2493	1591
Interaction Rate	1%	1%	0%	1%	1%
Engagement Rate	1%	1%	0%	1%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	29.03.2024	01.04.2024	02.04.2024	02.04.2024	03.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	0	0
Length of posts descriptor	11	8	35	17	13
Used emojis	3	0	2	2	2
Number of hashtags used	3	1	5	4	5
Hashtags	MW #BMWi #Ost	#bmw	#BMWi #BMW #M #XM #BMW M I	#BMWi #BMW	
Video length	-	24	-	-	-
Number of video views	-	203000	-	-	-
Video sound	-	1	-	-	-
Content categories					
Model/type	1	3	1	1	1
Version	N	N	N	S	N
Production time	10	10	10	10	10
Vehicle category	200	200	200	200	200
Topic of the post	1000	1600	1000	1000	1000
Purpose of the post	21200	20000 / 21200	21200	21200 / 23200	21200
Actuality	50	10	10	10	10
Motif	100	130	100	122	100
Product focus	200	210	200	200	200
Colors	320	320	320	320	320
Ambiente	401	410	420	450	402
State/condition	1	3	1	4	2
Number of actors / person	0	1	0	0	0
Gender of actors/persons	-	M	-	-	-
Context	530	530	530	530	530
Tags	640	630	660	640	640
Influencer/Cooperators	-	bmwberlin.de	lumafoto	-	-
Amount of follower of tagg	-	1.295	3.106	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	110	100	110	120	110
Post-Link	Instagram.com/p/C Instagram.com/p/C Instagram.com/p/C Instagram.com/reel/h Instagram.com/p/				
Post Number	51	52	53	54	55
Amount of likes	2020	1473	1614	564	3754
Amount of comments	13	9	13	2	10
Amount Reactions, Comm	2033	1482	1627	566	3764
Interaction Rate	1%	1%	1%	0%	1%
Engagement Rate	1%	1%	1%	0%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	04.04.2024	05.04.2024	08.04.2024	09.04.2024	10.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	1	0
Length of posts descriptor	16	20	33	71	23
Used emojis	4	2	0	9	1
Number of hashtags used	6	3	3	2	3
Hashtags	VM #BMW #BMTheX5 #X5 #BMTheX2 #X2 #BMW #WhateverHapTHE7 #7er #BM				
Video length	-	-	-	15	-
Number of video views	-	-	-	23000	-
Video sound	-	-	-	0	-
Content categories					
Model/type	3	1	1	9	3
Version	N	N	N	-	N
Production time	10	10	10	60	10
Vehicle category	200	100	200	500	100
Topic of the post	1000	1000	1000	1600	1000
Purpose of the post	21200	21200 / 23200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	110	122	100	130	100
Product focus	200	200	200	220	200
Colors	320	320	320	320	320
Ambiente	450	430	410	410	402
State/condition	1	1	1	1	2
Number of actors / person	0	1	0	1	0
Gender of actors/persons	-	F	-	F	-
Context	530	500	530	530	530
Tags	640	640	640	640	640
Influencer/Cooperators	-	-	-	-	-
Amount of follower of tagg	-	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	30	30	30	30	30
Type of content	100	100	100	120	110
Post-Link	stagram.com/p/Cstagram.com/p/Cnstagram.com/p/6stagram.com/reelstagram.com/p/				
Post Number	56	57	58	59	60
Amount of likes	1568	1420	660	1542	1987
Amount of comments	10	9	11	6	12
Amount Reactions, Comm	1578	1429	671	1548	1999
Interaction Rate	1%	1%	0%	1%	1%
Engagement Rate	1%	1%	0%	1%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	11.04.2024	12.04.2024	15.04.2024	17.04.2024	17.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	0	0	0	0
Length of posts descriptor	11	12	71	14	48
Used emojis	1	1	1	3	2
Number of hashtags used	3	4	6	2	5
Hashtags	THE4 #4er #BMWM #XM #BMWM Elektromobilität #BMW #BMWClaas #BMWi #BMW #				
Video length	-	-	-	4	-
Number of video views	-	-	-	65600	-
Video sound	-	-	-	0	-
Content categories					
Model/type	2	1	9	2	9
Version	N	S	N	S	N
Production time	10	10	60	20	10
Vehicle category	100	200	500	100	200
Topic of the post	1000	1000	1600	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100	121	150	100	121
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	402	410	450	430	440
State/condition	1	1	1	1	1
Number of actors / person	0	0	1	0	0
Gender of actors/persons	-	-	F	-	-
Context	530	530	530	550	530
Tags	640	640	640	660	640
Influencer/Cooperators	-	-	-	girlsgear	-
Amount of follower of tagg	-	-	-	5.080	-

Formal categories				
Coder	1	1	1	1
Medium	I	I	I	I
Brand account	30	30	30	30
Type of content	110	120	110	120
Post-Link	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...	https://www.instagram.com/p/C...
Post Number	61	62	63	64
Amount of likes	2328	1031	919	489
Amount of comments	12	11	8	1
Amount Reaktions, Comm	2340	1042	927	490
Interaction Rate	1%	0%	0%	0%
Engagement Rate	1%	0%	0%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	18.04.2024	19.04.2024	21.04.2024	21.04.2024
Tagged location	-	-	-	-
Text included in the picture	0	1	1	1
Length of posts descriptor	17	63	32	35
Used emojis	0	4	4	3
Number of hashtags used	4	8	6	7
Hashtags	4 #Z4 #Roadster	#BMWOpen #BM	#BMWOpen #BM	#BMWOpen #BM
Video length	-	35	-	14
Number of video views	-	115000	-	45600
Video sound	-	4	-	4
Content categories				
Model/type	6	9	9	9
Version	N	-	-	-
Production time	10	60	60	60
Vehicle category	100	500	500	500
Topic of the post	1000	1230	1230	1230
Purpose of the post	21200	20000	20000	20000
Actuality	10	20	20	20
Motif	190	180	140	180
Product focus	210	230	230	210
Colors	320	320	320	320
Ambiente	420	450	450	450
State/condition	1	4	4	3
Number of actors / person	0	~	1	2
Gender of actors/persons	-	F/M	M	F/M
Context	500	520	520	520
Tags	640	610; 630	650; 630	630
Influencer/Cooperators	-	annie_carpandal jl_struff; bmw_op	atptour ;bmw_op	
Amount of follower of tagg	-	annie: 617000; b Struff: 659000; b bmw_open: 2280		

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	40	40	40	40	40
Type of content	120	110	110	120	110
Post-Link	https://www.instagram.com/...	https://www.instagram.com/...	https://www.instagram.com/...	https://www.instagram.com/...	https://www.instagram.com/...
Post Number	1	2	3	4	5
Amount of likes	6841	9683	57435	9232	22665
Amount of comments	213	75	368	74	173
Amount Reactions, Comments	7054	9758	57803	9306	22838
Interaction Rate	0%	0%	1%	0%	1%
Engagement Rate	0%	0%	1%	0%	1%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.01.2024	31.01.2024	31.01.2024	31.01.2024	31.01.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	0	1	0
Length of posts descriptions	14	38	73	73	61
Used emojis	1	0	0	0	0
Number of hashtags used	2	3	2	2	2
Hashtags	#BMW #iX	riescoupe #4series	#BMW #M4	#BMW #M4	4 #savethemanu
Video length	8	60	-	28	-
Number of video views	145000	no info	-	163000	-
Video sound	1	4	-	4	-
Content categories					
Model/type	1	8	8	8	6
Version	N	N	S	S	N
Production time	10	10	10	10	10
Vehicle category	200	100	100	100	100
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	21200	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100; 121; 122	180	110	180	100
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	430	402 / 410	402	402	440
State/condition	3	3	1	1	1
Number of actors / persons	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	530	530	530	530	530
Tags	660	640	640	640	640
Influencer/Cooperators	shuja_d_x_b	-	-	-	-
Amount of follower of tagged	13.900	-	-	-	-

Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	40	40	40	40	40
Type of content	120	120	120	120	120
Post-Link	https://www.instagram.com/thermahlanguar	https://www.instagram.com/esther30200	https://www.instagram.com/friezeofficial	https://www.instagram.com/thermahlanguar	https://www.instagram.com/esther30200
Post Number	11	12	13	14	15
Amount of likes	1541	70280	2887	3087	4238
Amount of comments	14	556	27	35	58
Amount Reactions, Comments	1555	70836	2914	3122	4296
Interaction Rate	0%	2%	0%	0%	0%
Engagement Rate	0%	2%	0%	0%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	22.02.2024	26.02.2024	27.02.2024	29.02.2024	05.03.2024
Tagged location	-	-	-	-	-
Text included in the picture	1	0	0	0	1
Length of posts description	77	17	111	91	33
Used emojis	0	0	0	1	0
Number of hashtags used	5	1	4	6	0
Hashtags	/WGroupDesign	#BMW	GroupDesign #BMW	technology #Frieze	-
Video length	20	23	20	13	42
Number of video views	67600	1200000	81100	111000	133000
Video sound	5	1	1	5	4
Content categories					
Model/type	9	9	3	3	1
Version	-	-	N	N	N
Production time	60	40	10	40	50
Vehicle category	500	500	200	200	400
Topic of the post	1000 / 1220	1000	1000	1000	1320
Purpose of the post	21200	21200	21200	21200	21100 / 22000
Actuality	30	10	30	10	10
Motif	160	180	180	180 / 160	180
Product focus	230	200	200	200	200
Colors	320	320	320	320	320
Ambiente	450	410	440	440	440
State/condition	4	4	1	1	1
Number of actors / persons	0	0	1	0	1
Gender of actors/persons	-	-	F	-	F
Context	530	530	530	530	530
Tags	630; 620	640	630	640	640
Influencer/Cooperators	sthermahlanguar	-	friezeofficial	-	-
Amount of follower of tagged	00; esther: 30200	-	1100000	-	-

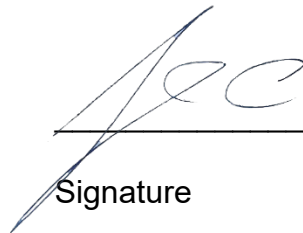
Formal categories					
Coder	1	1	1	1	1
Medium	I	I	I	I	I
Brand account	40	40	40	40	40
Type of content	110	120	120	120	120
Post-Link	https://www.instagram.com/reel/	https://www.instagram.com/reel/	https://www.instagram.com/reel/	https://www.instagram.com/reel/	https://www.instagram.com/reel/
Post Number	26	27	28	29	30
Amount of likes	13491	2141	7323	4636	3573
Amount of comments	407	74	116	42	32
Amount Reactions, Comm	13898	2215	7439	4678	3605
Interaction Rate	0,31%	0%	0%	0,10%	0,08%
Engagement Rate	0,31%	0%	0%	0,10%	0%
Analysis date	10.05.2024	10.05.2024	10.05.2024	10.05.2024	10.05.2024
Publication date	21.03.2024	21.03.2024	04.04.2024	11.04.2024	12.04.2024
Tagged location	-	-	-	-	-
Text included in the picture	0	1	1	0	0
Length of posts descriptor	57	30	22	27	17
Used emojis	0	0	0	0	0
Number of hashtags used	4	0	0	0	4
Hashtags	#TheVisionNeuel	-	-	-	MW #BMW #BI
Video length	-	28	21	8	15
Number of video views	-	98100	143000	78000	91900
Video sound	-	4	4	1	1
Content categories					
Model/type	1	1	4	1	1
Version	N	N	S	S	S
Production time	40	10	10	10	10
Vehicle category	200	400	100	200	200
Topic of the post	1000	1000	1000	1000	1000
Purpose of the post	21200	1300	21200	21200	21200
Actuality	10	10	10	10	10
Motif	100	180	180	100 / 121	180
Product focus	200	200	200	200	200
Colors	320	320	320	320	320
Ambiente	430	440	420	401	410
State/condition	1	1	2	3	1
Number of actors / person	0	0	0	0	0
Gender of actors/persons	-	-	-	-	-
Context	500	530	530	530	500
Tags	640	640	640	640	630
Influencer/Cooperators	-	-	-	-	coachella; bmwm
Amount of follower of tagg	-	-	-	-	3500000; bmwm:

Declaration

I hereby confirm that the attached master thesis is my own work and that it has not been used for other examination purposes; I have named all the sources and auxiliary material used, and I have marked appropriately quotations used verbatim or which I have given the gist of. I tolerate the check using anti-plagiarism software.

Giengen, 27.08.2024

Place, Date



Signature