

Universidade do Minho
Escola de Economia e Gestão

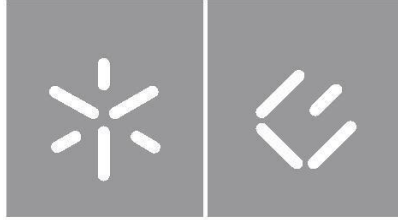
Ludmila Maria Sobral Mira

**Content Marketing and
The Personality of Covet Group Brands**

Ludmila Sobral | **Content Marketing and The Personality of Covet Group**

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**Content Marketing and
The Personality of Covet Group Brands**

Internship Report

Master in marketing and Strategy

Work carried out under the guidance of the

Professor Doctor António Joaquim Araújo Azevedo

April 2022

DIREITOS DE AUTOR E CONDIÇÕES DE UTILIZAÇÃO DO TRABALHO POR TERCEIROS

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STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism or any form of undue use of information or falsification of results along the process leading to its elaboration.

I further declare that I have fully acknowledged the Code of Ethical Conduct of the University of Minho.

ABSTRACT

Content Marketing and The Personality of Covet Group Brands

Content Marketing has been a marketing strategy widely used lately among professionals in the field, due to its way of creating customer value, engaging customers, and building customer relationships. The internet and the rapid rise of new technologies have forced several areas to reinvent themselves and position themselves in the market in a unique way. Therefore, to create content marketing with value and purpose, a brand also needs a differentiated branding that is very well aligned with its positioning. In addition, knowing the personality of a brand is very important to direct the content created and for them to differentiate themselves in the market.

In this context, this is an internship report that seeks to measure the personality of Covet Group brands as one of the studies and, in an exploratory way, the other study seeks insights into the content marketing carried out by WeBlog. This report then appears to apply the theoretical-practical knowledge acquired throughout the course, validate the work carried out in the company and generate contributions to the department. Among the content marketing activities carried out during the internship, we had the opportunity to create articles for the blogs that the department manages and create content for the social networks Instagram and Pinterest. The purpose of this work being to increase traffic and generate leads to company pages.

The main objectives of this case study were to highlight brand concepts and their importance, as well as understand how they are adapted in a practical context; to determine the personalities of the Covet Group brands; to explore the content marketing work carried out by Weblog; And to understand how these brands are positioned and differentiate their selves. The data collected allowed me to see that the number of leads generated from content marketing increased with the increase in publications. However, not in the amount of information provided by these leads. In addition, the interviews collected to define the personalities of the brands are very important to guide the content created by the Weblog department.

Keywords: Brand; Branding; Brand Personality; Content Marketing; Interior Design

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LIST OF ABBREVIATIONS

AIDA - Attention (or Attract), Interest, Desire, Action

AMA - American Market Association

B2B - Business-To-Business

BID – Best Interior Designers

CTA – Call To Action

FAQ - Frequently Asked Question

SEO - Search Engine Optimization

ZMOT - Zero Moment Of Truth

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CHAPTER 1: INTRODUCTION

In the scope of the second year of the master's degree in Marketing and Strategy at University of Minho, it was chosen to carry out a curricular internship in the area, focused on social media and content marketing. With this experience, it is intended to put into practice what was studied during the 1st year of the master's course and continue to gain knowledge about marketing and develop other skills that the job market requires. This report then appears to apply the theoretical-practical knowledge acquired throughout the course, validate the work carried out in the company and generate contributions to the department.

The curricular internship was carried out for three months, between November 2, 2021, and February 4, 2022, under the supervision of Salomé Peixoto and the guidance of Professor António Azevedo. The practical purpose of the internship was to help with core inbound marketing functions in the Weblog department. The Weblog is a project created within the Covet Group that produces content for dozens of blogs and social networks with the intention of creating quality traffic and leads for the group's companies.

During the internship period, I had the opportunity to write about 200 articles for three main blogs: Best Interior Designers, Interior Design Magazines, and Home and Decoration. Among my daily tasks included 12 Instagram posts a day for the Interior Design Magazines account, 2 Instagram stories for the Best Interior Designers', 20 pins and 10 repins on Interior Design Magazines' Pinterest. In addition, I had several trainings, including on Google Analytics basics and about the Impact Webbuzz platform, a Covet Group's platform created to generate data regarding leads generation. As the company's focus is to attract customers from other countries, the language used in all articles and posts was English.

1.1 Objectives

There are two main objectives of this internship report. The first one was to understand the importance of content marketing, especially the creation of articles for blogs, in the marketing of the group, since the objective of Weblog is to "create blogs that sell". A hypothesis then emerged and could be validated during this study: The amount of published content is proportional to the number of Leads generated.

Subsequently, the idea of analyzing the personality of brands emerged and this study was added to complement this report. Given the fact that according to Su and Reynolds (2017), a brand personality

can be used to strategically position a brand in the marketplace, helping to distinguish it from its competitors on a symbolic level. Since the personality of the group's brands impact branding and how brands differentiate, this could be interesting because Covet Group has around 11 interior design brands focused on the luxury market.

1.2. Structure

After the introduction, the next step taken was a literature review in chapter two. Research was carried out on the main concepts that guide this project, to understand them and seek insights for the development of the report. These main concepts were Branding, Brand Personality, Inbound Marketing and Content Marketing.

The third chapter concerns the methodology used, alongside with the presentation of the company and department where the internship took place. All the information regarding the internship is important to contextualize the research and present the analysis.

In the fourth chapter, the case study and exploratory research are then presented. The first study is regarding the brand personalities and the second one is about the content marketing. Then the results of the data collection and the discussion of the data will be presented. Finally, the conclusions of this internship report will be shown, the contributions generated, recommendations and limitations of the work developed.

CHAPTER 2: LITERATURE REVIEW

Considering that the internship was focused on content marketing and social media management, in a company with multiple brands and with an international reach, some important concepts were previously researched such as: branding, digital marketing, content marketing, luxury market and brand personality.

2.1. The Power of Branding

In a fast-paced and increasingly global market, branding is a very important concept because it is responsible for characterizing and differentiating the hundreds of companies that operate today. According to the American Market Association (AMA, 2022), the definition of brand is “a name, term, design, symbol or any other feature that identifies one seller’s goods or service as distinct from those of other sellers”. But taking that concept aside with branding, a brand is beyond that.

In an increasingly competitive environment, great brands are established and managed through a set of experiences (Silva & Oliari, 2017). The concept of Branding starts from the perceptions in the mind of the consumer (Hollis, 2010; Kotler, Armstrong, & Opresnik, 2018). Because a company's purpose is to get consumers to buy their goods, Hollis (2010) argues that those perceptions should add value to a business and be associated with a product or service. Thus, the brand concept is closely related to the brand positioning (Kotler, 2017).

Caring about a brand is crucial for the consumer’s perception of them because it is important to understand that brands endure in the mind of consumers (Hollis, 2010). A brand is not what the company is, but what it represents. Its power comes from how the brand performs but also what it stands for, their position (Olins, 2003).

Thus, the emotional appeal is interesting to get the consumer engagement. Big companies, such as Nike and Disney, attract a worldwide audience not only because they are present in different countries but also because of their emotional presence. The most powerful brands go beyond peculiarity or benefit positioning (Hollensen, 2014; Kotler, Armstrong, & Opresnik, 2018). They stand on strong beliefs and values, engaging customers on a deep and emotional level.

Marketing links labeling, packaging, and promotion, making a company's branding even stronger (Hollensen, 2014). Thus, for its success there are associated costs, those brands spend a lot of money on advertising to create name recognition, brand knowledge, even loyalty (Hollensen, 2014; Kotler, Armstrong, & Opresnik, 2018; Whittington, Regnér, Angwin et al., 2020).

Branding is a phenomenon of our time and delineates beyond companies, but it can be seen everywhere (Olins, 2003). It is associated with creating experiences and understanding clients (Hollensen, 2014). Brands are a unique manifestation of our time because they reflect identity, help individuals define themselves, and are a distinctive representation of our time. This is because in a fast-paced world and bewildering in terms of competitive holler, in which rational alternatives have become almost impossible, brands represent lucidity, encouragement, consistency and status (Olins, 2003).

As a company grows and goes global in the current turbulent scenario, where management structures, business activities and alliances are volatile, their brands become not only their reputation but also the prime demonstration of the corporate purpose. Consumers seek for reputation and trust. The company needs to deliver the image that they are selling (Olins, 2003).

According to Kotler (2017) to create a strong brand value is essential to set authentic tools for differentiation, thus, a clear and coherent positioning. To demonstrate the integrity of a brand and gain the trust of the consumers, a solid and concrete differentiation across their marketing mix needs to be seen. Social Media is the environment that makes everything more transparent, so brands can no longer make false or unverifiable promises.

Some researchers say that a powerful brand consequently has high brand equity (Kotler, Armstrong, & Opresnik, 2018). This term determines the response to the product and its marketing when the customer associates with the brand name (Kotabe & Helsen, 2017). It is also important for a brand not only to be different, but also to stand out in different aspects to be relevant to the consumer's needs (Kotler, Armstrong & Opresnik, 2018). Otherwise, it may not convert to sales.

Hollensen (2014) defines brand equity as the appreciation a customer would pay for the branded product or service in comparison to a corresponding unbranded version of the same product or service. Nowadays there are different touch points that make a consumer come to know a brand. In addition to advertising, the personal experience with the brand, word of mouth and social media are extremely important. Therefore, companies must manage their brands carefully (Kotler, Armstrong, & Opresnik, 2018).

The big difference of a global brand is that they manage to keep their identities constant in different parts of the world. This involves a similar product formulation, the same essence, benefits, and value proposition, thus, the same positioning. But there are only a few companies that manage to remain constant, for different reasons. Even Procter & Gamble, this global marketing enterprise, has only a few brands in its catalog that can be characterized as truly global (e.g., Olay, Pantene, Duracell, and Gillette) (Kotabe & Helsen, 2017).

Brand personality positioning is however one branding principle. Retail brands may be expected to serve as symbolic instruments, signifying more than just practical benefits, much as personalities have shown to be a valid metaphor for attaching stable human attributes to product brands (Caprara et al., 2001, as cited in Willems, 2022). By providing uniqueness, a differentiation strategy tries to reduce competition pressure and, as a result, the consumer's price sensitivity (Willems, 2022).

According to Plummer (1985, as cited in Muniz & Marchetti, 2005), the brand has three dimensions: one is physical attributes (such as color, price, and ingredients), the second is functional attributes (consequences of brand use), and the third is characterization of the brand, which is the personality as seen by the consumer. Just as people may be classified as modern or classic, cheerful or exotic, brands can be classified as well. Furthermore, consumers determine if a brand is appropriate for them or best reflects them based on their perceived personality.

2.2. Brand Personality

Like an individual, strong brands can be perceived as possessing a set of traits or characteristics. Given the multifaceted character of businesses and their interaction with consumers, this intangible quality of brands is significant as a source of differentiation (Muniz & Marchetti, 2005). Brand personality is vital in developing customer interaction with the brand, as well as in the creation, development, and maintenance of successful brands (Seimiene & Kamarauskaite, 2014).

Brand personality has distinct meanings that can influence psychological attitudes toward, and comprehension of a brand and it has significant consequences for brand-consumer relationships (Su & Reynolds, 2017). According to Aaker (1997, p.347), the term "brand personality" is described as "the set of human characteristics associated with a brand". Using research on the Big Five human personality characteristics, Aaker (1997) created the most widely accepted theoretical framework for brand personality dimensions and a scale to assess them. After that, several scholars explored her work and research deeper about the brand personality in other contexts.

It is important to point out that almost all the theorists studied reported Aaker as a reference in the theme of brand personality, both applying his study in other cultural contexts (Muniz & Marchetti, 2005) and in other approaches and adaptation of his theory (Geuens, Weijters & De Wulf, 2009; Heine, 2010; Seimiene & Kamarauskaite, 2014; Sung et al., 2014; Su & Reynolds, 2017).

The table below was retrieved from Muniz and Marchetti (2005) and shows a brief comparison between the dimensions reported in the United States (by Aaker, 1997), Spain, Japan, and Brazil, exemplifying each dimension with some of its characteristic features in these countries.

Table 1: Comparison between the dimensions reported in the United States, Spain, Japan, and Brazil

USA (Aaker, 1997)	Brazil (Muniz and Marchetti (2005))	Japan (Aaker, Benet-Martinez & Garolera, 2001)	Spain (Aaker, Benet-Martinez & Garolera, 2001)
SINCERITY Traits: Down-to earth, honest, wholesome, cheerful	CREDIBILITY Traits (eg): responsible, reliable, consistent, serious, successful, confident	SINCERITY Traits (eg): kind, warm, considerate	SINCERITY Traits (eg): correct, attentive, sincere, realistic.
EXCITEMENT Traits: Daring, spirited, imaginative, up-to-date	FUN Traits (eg): outgoing, humorous, festive, witty, friendly, fun.	EXCITEMENT Traits (eg): Fun, talkative, upbeat, friendly, witty, contemporary	EXCITEMENT Traits (eg): Cheerful, outgoing, daring, youthful, imaginative
COMPETENCE Traits: reliable, intelligent, successful	AUDACITY Traits (eg): bold, modern, up-to-date, creative, courageous, youthful	COMPETENCE Traits (eg): consistent, responsible, confident, masculine, patient.	PASSION Traits (eg): fervent, intense, spiritual, mystical, bohemian.
SOPHISTICATION Traits: upper class, charming	SOPHISTICATION Traits (eg): chic, high class, elegant, sophisticated, glamorous.	SOPHISTICATION Traits (eg): elegant, romantic, chic, sophisticated, extravagant.	SOPHISTICATION Traits (eg): glamorous, chic, elegant, confident, leade
RUGGEDNESS Traits: Outdoorsy, tough	SENSITIVITY Traits (eg): delicate, feminine, sensitive, romantic, emotional.	TRANQUILITY Traits (eg): shy, sweet, naive, childish, dependent.	TRANQUILITY Traits (eg): affectionate, sweet, gentle, naive, peaceful.

Source: Adapted from Muniz and Marchetti (2005)

Even though these studies were taken into different cultural contexts, it can be noted that with some minor differences in the traits that make up the Sophistication dimension, it was identified fully in the four situations. Consumers in the four nations believe that some brands convey a high sense of

sophistication. Muniz and Marchetti's (2005) findings contribute to the development of understanding about the underlying symbolic patterns in many cultures (cross-cultural marketing).

According to Muniz and Marchetti's research (2005), brand personality is a powerful intangible facet because it adds a distinctive essence, a set of values consolidated with the brand over time that can help it differentiate when there is parity in terms of tangible or functional aspects. According to Muniz and Marchetti's interviewees (2005), having a strong personality is necessary to advance farther in the brand evolution process. At this point, the brand is viewed as something larger than the product or service, and as it grows stronger in these areas, it will be able to expand into other markets (brand extension).

Brand personality was defined by Fournier (1998, as cited in Muniz and Marchetti, 2005) in terms of its role in consumer relationships. According to this author, the brand's personality, which is evident through its behavior - marketing actions and decisions - shows a specific level of devotion to the consumer, ranging from involuntary engagement with the brand to passion (brand affinity and adoration).

Because a distinct brand personality may help a brand stand out and promote a favorable brand attitude, it has been a primary focus of firms looking to generate both sales and consumer loyalty (Aaker, 1999, as cited in Su & Reynolds, 2017). These tendencies have sparked a surge of interest in the brand personality theory, which provides a methodical methodology to generate emblematic advantages (Heine, 2010).

Because of changing market conditions and customer preferences, the focus of brand distinctiveness is currently evolving to emblematic advantages. On the one extreme, the practical benefits of many of today's items are becoming increasingly similar and interchangeable. On the other hand, a rising number of customers engage in symbolic consumption and choose a product based on the compatibility of their personality with the symbolic personality of the product or brand (Heine, 2010).

Seimiene and Kamarauskaite (2014) research examined how consumers generate brand personality perceptions and what traits or components influence those perceptions. The design, colors, and label of the bottle had the greatest impact on the perception of all of the beer brands studied. The study by Seimiene and Kamarauskaite (2014) found that one or two factors between those - design of the bottle and label, used colors, advertisements, brand position in the market, brand name, perceived typical user, etc. - had the most impact on brand personality perception and created the major features. Although, this could be because customers see and notice these features the most, forming stronger associations as a result.

Brand trust plays an important role in the relationship between brand personality and brand loyalty. Loganathan (2022) discovered that there is an indirect relationship between brand loyalty and brand personality, which influences customer loyalty. On the one hand, to build client loyalty, managers must understand the importance of trust. Satisfaction that goes beyond this, on the other hand, reveals the brand's individuality and leads to trust. Storytelling and narrative creation are based on brand management, which helps to propagate good effects on personality properties, which in turn helps to generate loyalty and trust.

2.3. The Personality in Luxury Brands

As studied by Heine (2010), the distinction between luxury brands and non-luxury brands is made through product-related associations, hence the definition of luxury items is strongly tied to the definition of luxury brands. As a result, the essential characteristics of luxury items are essentially the same as those of luxury brands, leading to the following definition: Luxury (fashion) brands are viewed as mental pictures in customers' minds that include connotations with a high degree of price, quality, beauty, exclusivity, and specialty.

Heine (2010) research was to identify the complete universe of personality traits that luxury brands represent in the perspective of their customers. Heine's (2010) findings contribute to a better understanding of the symbolic significance of luxury brands and the classification of luxury brand personality qualities offers marketers with a framework for analyzing emotive luxury brand imagery and the construction of a luxury brand person. As stated by Sung et al. (2015), consumers value the psychological benefits that can derive from association with luxury brands because they can build and define their self-concepts and present themselves.

Sung et al. (2015) created a basis for explaining the dimensions of luxury brand personality, as well as a reliable and accurate scale to measure them. Six aspects reflecting luxury brand personality were identified when 30 luxury brands, spanning from fashion to automobiles and retail, were assessed on a set of distinct personality attributes: Excitement, Sincerity, Sophistication, Professionalism, Attractiveness, and Materialism. The results of this research are in line with the notion that consumer symbols, such as luxury brands, provide utilitarian benefits and symbolic meanings for contemporary consumers (Seimienea & Kamarauskaite, 2014; Sung et al., 2015; Heine, 2010).

Luxury brands are associated with personality attributes such as maturity, trust, intelligence, and sophistication, according to consumers (Sung et al., 2015). Such associations can assist individuals in expressing their true or ideal professional and identities. Nevertheless, luxury brands are essentially

hedonic, according to Vigneron and John-son (2004, as cited in Sung et al., 2015), because luxury consumption is primarily motivated by the emotive experience of aesthetic materials. Consumers can feel hedonic values and physical pleasure by using and being connected with gorgeous, attractive, and sparkling luxury products.

According to Sung et al. (2015), one of the most important personality traits associated with the consumption of luxury items and brands is their materialistic image. Luxury products may be used by highly materialistic, status-conscious, and arrogant buyers to project and display their social identities. As an important component of their self-concept, the materialistic individual may be compelled to purchase and use premium products.

Consumers acquire and utilize luxury goods not only to express their real (true) selves, but also to exhibit a range of social identities through the acquisition of luxury brands, such as ideal, possible, desirable, and social selves (Sung et al., 2015). As Aaker's (1993) studies are references in the study on Brand Personality, a comparison was then made with other dimensions created more specifically for the luxury market:

Table 2: Comparison between brand personality frameworks

<p>Dimensions of Brand Personality Aaker (1997)</p>	<p>The Personality of Luxury Fashion Brands Heine (2010)</p>	<p>Dimensions of Luxury Brand Personality: Scale Development and Validation Sung et al (2015)</p>
<p>SINCERITY Traits: Down-to earth, honest, wholesome, cheerful</p>	<p>MODERNITY Traits: modern, trendy, young, energetic.</p>	<p>SINCERITY Traits: laid-back, simple, gentle, family-oriented, down-to-earth, sensitive, thoughtful, and warm.</p>
<p>EXCITEMENT Traits: Daring, spirited, imaginative, up to date</p>	<p>ECCENTRICITY Traits: eccentric, creative, intellectual, exotic, sexy, wild.</p>	<p>EXCITEMENT Traits: Energetic, Exciting, adventurous, fun, daaring, outgoing, cool and colorful.</p>

COMPETENCE Traits: reliable, intelligent, successful	OPULENCE Traits: prestigious, glamorous, well-known, decorated, sensual.	PROFESSIONALISM Traits: mature, professional, intelligent, reliable and refined.
SOPHISTICATION Traits: upper class, charming	ELITISM Traits: distant, cool, lofty, elegant, perfectionist.	SOPHISTICATION Traits: Upper-class, wealthy, status conscious, stylish, and sophisticated.
RUGGEDNESS Traits: Outdoorsy, tough	STRENGTH Traits: masculine, strong, powerful, direct, ambitious.	ATTRACTIVENESS Traits: Beautiful, attractive, good-looking, artistic, and gorgeous.
		MATERIALISM Traits: Selfish, materialistic, stuck-up, pretentious, and showy.

Source: Elaborated by the author, based on Aaker (1997), Heine (2010), and Sung et al (2015).

2.4. The Digital Era

Marketing in the last decades has been facing great changes and nowadays, companies need marketing professionals that can develop a strategy that applies the appropriate technologies to a variety of marketing scenarios (Kotler, Kartajaya & Setiawan, 2021). International businesses have a lot to look forward to on the internet. It may be used to save money and time while also generating revenue. Customers that were previously out of reach for marketers are now within easy grasp and the technology can be used to promote new products or services or to establish brand equity (Kotabe & Helsen, 2017).

Hard to meet someone with internet access who has never heard of Google. Google has dominated the search engine market for years and according to Statista (2022), Google maintains a 92,47% market share as of June 2021. Also, about 63.000 searches are performed on Google every second (StackCommerce, 2021).

The world is increasingly connected and companies around the world are vying for customer attention. As Internet access rates increase, various tools are being used digitally to gain the attention of

customers and in the future, convert visits to websites or interactions on social networks into sales (Kotler, Armstrong, & Opresnik, 2018).

Nowadays, companies are constantly competing to be highly ranked on Google. According to Google (2019), 88% of shopper interaction happens before they interact with a specific brand and 94% of B2B buyers are doing online research before they engage with that company. Some direct and digital marketing aspects of the promotion mix are being heavily used by brands all over the world as a more precise approach for engaging consumers and creating brand community (Kotler, Armstrong, & Opresnik, 2018).

For decades, the classic mental model for marketing has been focused on three critical moments: stimulus, shelf, and experience (Lecinski, 2011). According to Lecinski (2011), stimulus is when a man, for example, is watching a football game, he sees an ad for smartphones, and he likes it. Then the first moment of truth or Shelf is when he goes to his favorite store, where he sees a cool stand-up display for that same smartphone, the packaging is good, the sales guy answers all of his questions and he decides to buy the smartphone. Finally, the second moment of truth is the experience. Is when he arrives home and the smartphone works perfectly just as advertised.

However, with the rise of the internet and the new consumer habits caused by it, a new moment of truth was discovered, between stimulus and shelf. The Zero moment of truth, known as ZMOT. Consumers make shopping decisions today based on rating or review sites, from friends on social media or watching videos on YouTube. This new decision-making moment happens millions of times on computers, smartphones, tablets, etc. The zero moment of truth is the exact moment someone is searching or learning more about a product online before going to the shop or making the decision to buy it (Lecinski, 2011).

According to Lecinski (2011), 79% of consumers now claim they use a smartphone to help with shopping and 70% of Americans say they look at product reviews before making a purchase. Given this new habit, digital marketing is a powerful tool to attract the attention of the customers. This is important to understand because now the behavior of individual shoppers is interactive and nonlinear (Lecinski, 2011), in comparison to the classic funnel studied by marketers for years. The more the customer searches for a product, the wider their options go wider. The zero moment of truth permits the customer to go back and forward in the funnel (Lecinski, 2011).

Years ago, by adding ZMOT to their marketing strategy, companies gained a great competitive advantage (Lecinski, 2011), however, nowadays, to combine the traditional marketing with a direct and digital one is a practice massively used for most companies (Kotler, Armstrong, & Opresnik, 2018).

Marketing can be done online on multiple platforms, such as, websites, online ads, promotions, email marketing, social media, videos, and blogs. Some companies such as Amazon, Netflix, or Expedia, for example, use a direct and digital way of doing marketing for their business. This is because direct and digital marketing is involved in engaging directly with the targeted audience or individual consumer, not only to get prompt feedback but also to build durable customer relationships (Kotler, Armstrong, & Opresnik, 2018).

Kotler, Armstrong, and Opresnik (2018) believe that there are advantages for both shoppers and sellers in the direct and digital marketing. For shoppers, this is due to their convenience, simplicity and privacy. For amazon clients, for example, they can find a lot of information in only one place, such as lists of their best-selling products, product descriptions, recommendations based on previous purchases and product reviews (Kotler, Armstrong & Opresnik, 2018).

For sellers, direct marketing often contributes to a more efficient, low-cost, and faster opportunity for reaching their markets. They can better target their audience; Thus, the direct marketing allows them to interact more with their customer. Also allowing brands to be more flexible because this way, the promotions and offers available to customers can be changed by them at any time they want (Kotler, Armstrong & Opresnik, 2018). Understanding the new moment of truth is essential to comprehend the importance of a digital content marketing strategy and social media management nowadays.

Essentially, technology will enable data-driven, predictive, contextual, enhanced, and fast. This is because in recent years, marketing is no longer just human centered, or in need of an omnichannel approach. But these days, Marketing 5.0 is defined by “the application of human-mimicking technologies to create, communicate, deliver and enhance value across the customer journey” (Kotler, Kartajaya & Setiawan, 2021).

According to Kotler, Kartajaya, and Setiawan (2021), technology may drive marketing strategies in five ways:

- Big data can help businesses optimize decisions.
- Predict marketing strategies and tactics' outcomes.
- Bringing the digital context's experience to the physical world
- Improve frontline marketers' ability to deliver value
- Marketing execution should be accelerated.

Furthermore, one of the most significant difficulties in marketing today is the generation gap, and businesses must strike a balance between optimizing value creation in the present while also

beginning to position brands for the future. Marketing is driven by customization and personalization at the individual level, which is aided by technology. However, understanding the current scenario is critical for predicting where marketing will go in the future (Kotler, Kartajaya & Setiawan, 2021).

Marketers can use big data analytics to personalize their marketing strategy for each customer. In a nutshell, machines are cool, but humans have feelings, and the human touch is something that can never be underestimated. Customer experience is the new method to win in fiercely competitive marketplaces. Immersive and interactive experiences, which were once considered extraneous, are today considered more vital than the product or service itself (Kotler, Kartajaya & Setiawan, 2021).

2.5. Content Digital Marketing

As stated by Kotler (2017), digital marketing has given marketers a unique way to create customer value, engage customers and build customer relationships. Digital Marketing provides a sense of brand engagement and brand community. Alongside with social media marketing, it is the fastest-growing form of direct marketing (Kotler, Armstrong & Opresnik, 2018). Nonetheless, the local technological infrastructure is critical to the success of digital marketing tactics and e-commerce (Kotabe & Helsen, 2017).

A lot of strategies and tools are being used to generate those values and relationships, but also to get the customer's attention in the immensity of information presented on the internet (Dwivedi et al., 2021; Kotler, Armstrong & Opresnik, 2018). Content Marketing is growing non-stop because of that and should be designed to solve customers' problems, answer questions and target keywords directly (Formina, 2020; Dwivedi et al., 2021).

According to Pulizzi (2016), content marketing is a strategic marketing technique that focuses on providing valuable, relevant, and consistent content with the purpose of attracting and/or retaining a clearly defined public and ultimately action from the customer. This is a great motivator for leading companies to use to capture new customers.

In accordance with Dwivedi et al. (2021), digital content marketing requires the ability to online prospect customers who are looking for specific services or products, also to achieve real-time outcomes. In a multi-tasking and multi-screen environment, digital content marketing is the road to develop credibility, authority, and visibility. Additionally, Peçanha (2020) believes that content Marketing is a marketing strategy focused on engaging the target audience, attracting customers for its network and potential customers through relevant and valuable matters.

Through social media, a lot can be achieved. Especially because it is a powerful way to engage with people and build communities. That is because social media is targeted, personal, interactive and offers consumers the opportunity to repost a brand's content and share their experiences with others (Kotler, Armstrong & Opresnik, 2018). Because digital marketing seeks to establish client relationships in more tightly defined micro markets, the word-of-mouth on social media is extremely powerful (Kotler, Armstrong & Opresnik, 2018).

According to Kotler, Armstrong, and Opresnik (2018), content marketing managers are professionals who develop, inspire, and distribute brand messages and discussions with and among customers across a fluid mix of sponsored, owned, earned, and shared communication channels. However, for Dwivedi et al. (2021) in order to be successful, a marketer needs to create a strategy, be creative and to have adequate technology. The marketer's task is to create fascinating, relevant, and timely storytelling that reproduces their intention with that content. internet (Dwived, et al., 2021).

As reported by Fomina (2020), the content created should not only entertain the audience, but also inspire, convince, and educate them. Even if a company must create a lot of content to attract public attention, the main goal and the tricky part is that this content must be relevant and objective (Fomina, 2020). Authenticity is a crucial way to communicate brand values and it makes a brand stronger towards the public (Baltes, 2015).

Another important point in content marketing is the call to action (CTA) because it must reflect in a single word or phrase the value proposition of the offer in question (Fomina, 2020; Siqueira, 2020). This means that the image and/or the text should invite a user to make action towards the company immediately, giving importance to copywriting. The CTA plays an important role in the process of converting that visit into a sale, for example (Siqueira, 2020).

Nonetheless, given the circumstances, according to Baltes (2015), a distinction should be made between content marketing and copywriting. Provided that content marketing aims to increase attention of the brand amid the target segment, and naturally raise its loyalty to the brand, copywriting primarily focuses on deciding the goal to act in the desired direction. Which commonly is the purchase of a product or service.

It's also worth noting that there's a distinction to be made between social media marketing and content marketing. That is, in social media marketing, the focus of marketing activity is on the social networks themselves, such as Facebook, Twitter, Instagram, and other similar platforms. The generation of content for content marketing is centered on the brand's website. Because social networks are used

as link distributors, they are critical to the success of the content marketing strategy's efforts (Pulizzi, 2016).

Nowadays, people have more power than ever to choose what content they want to consume and how to respond to it. Meanwhile, the brand has the potential and expertise to produce exactly the content its audience wants (Peçanha, 2020). In short, the premises of this type of strategy are to create brand awareness and recognition as a result of content virality, arouse customer interactions, and spread positive WOM (Li, Larimo & Leonidou, 2021).

By distributing valuable content that benefits the community and positions the firm as a leader in its sector, content marketing aims to create a valuable customer experience (Pulizzi, 2016). There seems to be a consensus among the authors that the content produced must be engaging, shareable, and even more, focused on helping customers discover that your company's product or service is the one that will solve their problem.

Every brand should design its own content marketing strategy according to their goals (Baltes, 2015). However, as reported by Baltes (2015) and Peçanha (2020), a strategy in general should consider the consecutive touch points:

- Planning and objectives: in this first step, it is important to define what the strategy needs, who is going to develop each task and how they will achieve the goals (KPIs). The objectives could go from increasing brand awareness, to attract new leads, or to create a need for a specific product, etc.
- Elaboration of the persona and analysis of the target: at this moment the marketer should develop the persona and do an analysis of the target audience and potential clients. Once this is done, the creation of content starts to make sense once because the marketer will know to whom, how and where it should communicate.
- Content creation: content can be made in different formats, as long as they are relevant to the audience (for example: blog posts, ebook, email, video, etc.). The frequency of content should also be analyzed in this step.
- Distribution and promotion channels: it is crucial to promote them in the channels where the persona is found, such as social media and mailing lists; Also, it is in this part that the Search Engine Optimization (SEO) must be taken into consideration. The more relevant search engines (such as Google) consider the content produced, the better it will be placed in the ranking and the greater the chances of a user consuming the content.

- Measuring results: To make sure the work is resulting, the marketer should analyze the metrics and KPIs, such as the results for traffic, social media interactions, networking and SEO.

When studying digital marketing, it is noticed that many authors defend that this tool should follow the inbound marketing process: attract, convert, sell and delight (Peçanha, 2020; Siqueira, 2021). This concept is also very important for the creation of a strategy to be followed and constantly re-evaluated. With the great competition that exists, it is necessary to focus more and more on customers and less on the products offered (Pulizzi, 2016). The concept that if the businesses deliver constant and continuous valuable information to buyers, they would eventually be rewarded with additional business and loyalty is at the heart of this strategy (Pulizzi, 2016).

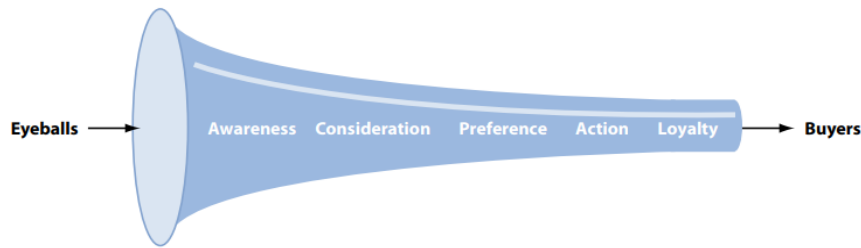
In addition to all that has already been mentioned, according to Skyword research (as cited in Pulizzi, 2016), business-oriented web pages with images performed 91% better than pages without images. As such, posts with images perform better in search results and are shared at a higher rate than posts without images. As a result, using videos and photos in content marketing strategy is now almost mandatory for businesses.

A widespread knowledge among marketers is the marketing funnel (or Sales Funnel) and it deserves to be mentioned in this section. The funnel is a strategic model that shows the customer's journey, from their first contact with the company to the closing of the deal (Resultados Digital, 2022). According to Skyword (2020), marketers cast a wide net to collect as many leads as possible, then nurture prospective consumers through the purchase decision, narrowing down these possibilities at each level of the funnel.

To understand where content can make a difference in the customer's buying decision, it's critical to understand the customer's path and what leads them to buy (Lopes & Casais, 2022). It is essential that Marketing and Sales are synchronized across a company, providing a realistic framework for the Leads journey and passing opportunities at the right time for the sales approach (Resultados Digital, 2022).

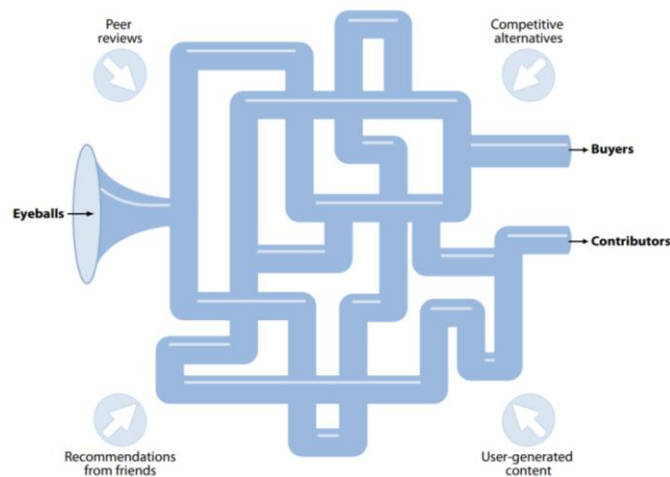
According to Jansen and Schuster (2011), the marketing funnel is commonly thought of as a phased process that a customer goes through to buy a product or service. The AIDA model, and hierarchy of effects model are all academically anchored in this process, often known as the buying cycle or sales funnel. Marketers have consistently modeled consumers' decisions as they proceeded through the marketing funnel, from awareness through consideration, preference, action, and loyalty (Haven, 2007).

Figure 1: The traditional marketing funnel



Source: Forrester Research, Inc.

Figure 2: Complexity lies at the center of the marketing funnel



Source: Forrester Research, Inc

The marketing funnel, according to Haven (2007), is a flawed metaphor that ignores the complexities that social media brings to the buying process. Because consumers' faith in traditional media is eroding, marketers must adopt the new strategy. Haven (2007) proposed a new metric called engagement, which consists of four parts: involvement, interaction, intimacy, and influence. Marketeers can gain a more holistic understanding of the customers' behaviors by using engagement, this is due to the complexity of the world that the digital era brings.

For Pulizzi (2016), the content marketing funnel considers the purchase process before, during and after the life cycle of a customer. These objectives do not need to be accomplished at the same time; everything will be determined by the company's needs. According to the author, the business objectives of content marketing can be summarized in:

- Brand awareness or reinforcement: content marketing is organic, authentic and a good way to encourage brand engagement.
- Conversion and lead nurturing: in this context, lead conversion is when you encourage the visitor to give him some information, allowing you to “sell” something to him. Whether by subscribing to a newsletter or registering for an event.
- Customer Conversion: This is content that the marketer created to illustrate to the prospective customer that the company's solution is the best.
- Customer service: type of content created to generate value and reinforce after-sales customer decisions, such as a FAQ session on the website.
- Customer loyalty and retention: in this objective, the important thing is to make the customer passionate about your brand.
- Customer tying: opportunity to continue to communicate with customers even after the sale and engage them with added value.
- Passionate Subscribers: Content when generated by satisfied customers can be one of the most effective ways to achieve your business objective and where most of your revenue can come from.

The following factors should be examined when it comes to digital platforms, particularly the website: impressions (how many times the content on the page is viewed); page views per user (how many pages the user visits while on the website); the bounce rate (the percentage of people who leave the site immediately after visiting); and the duration of each visit. The next step is to determine whether the user took any action because of viewing the content (Lopes & Casais, 2022).

As a result, the click-through rate (the ratio between the number of clicks and the number of impressions) and the percentage of visitors who make a purchase in general must be examined. Finally, it should be reviewed to see if people share and interact with the brand's material on social media, as this will indicate how engaged they are with the brand (Balio & Casais, 2021, as cited in Lopes & Casais, 2022).

In case the goals are not being achieved, it is time for the strategy to be changed. Either reconsidering the content's theme, looking for methods to improve it, or changing how it is delivered and amplified. Any content marketing plan that is going to function needs to be monitored and corrected (Cawsey & Rowley, 2016, as cited in Lopes & Casais, 2022).

Figure 3: The Content Marketing Funnel



Source: Managing Content Marketing

CHAPTER 3: METHODOLOGY

Methodology means the ways that a research or study will be taken. Etymologically, it means the study of the paths, the instruments used to do scientific research. The main research objectives of this study, as well as the research question, are provided in this chapter. The methodological approach taken, as well as the data collected and the technique used to collect it, are all detailed.

3.1. Objectives of the research

According to Gil (2007 as cited in Gerhardt & Silveira, 2009), a case study is a study of a specific entity, such as an institution, an educational system, a person, or a social unit. It seeks to understand the how and why of a specific situation, which is said to be unique in many ways, to uncover what is most significant and distinctive about it.

Da Gama (2009) believes that there are some difficulties in this methodology due to the lack of standardized formulas, calling for continuous interaction between the theoretical issues to be investigated and the data to be collected. If we consider that business and marketing research must offer a genuine contribution to management firms, then there is justification for employing this method. Taking this into account, the study has four main objectives:

- To highlight brand concepts and their importance, as well as understand how they are adapted in a practical context.
- To determine the personalities of the Covet Group brands.
- To explore the content marketing work carried out by Weblog.
- To understand how these brands are positioned and differentiate their selves.

To create content marketing that is effective and directs the positioning and branding of brands, it is very important to analyze the message that brands want to convey and what their personality is. Therefore, it is believed that these studies are complementary. Therefore, a methodological approach was determined so that these studies could proceed.

3.2. Methodological Approach

In the field of business sciences, the case study is a research method that has progressively gained acceptance and is expected to grow in popularity in the next few years, according to recent studies (Hillebrand et al., 2001 as cited in da Gama, 2009). A study case should have a plan that guides the researcher through the process of observation collection, analysis, and interpretation, translating into a

logical model of evidence that allows to draw conclusions about the subject under study, and that assumes how to deal with at least four problems: questions to study, what data are relevant, what should be collected, and how to analyze the results.

Interviews, observation, documentary evidence, direct participation, and evidence from qualitative, quantitative, or even both types of research can all be used to collect data in a study case (da Gama, 2009). Moreover, exploratory research is very much used in study cases, and it seeks to gain a better understanding of the problem to make it more explicit or to develop hypotheses. The great majority of these studies include theoretical reference; interviews with people who have had practical experience with the examined subject; and analysis of examples that promote comprehension (Gil, 2007 Gerhardt & Silveira, 2009).

The suggested methodology for this report is based on the definitions about study case and exploratory research mentioned before. This is because the study is about a specific institution, seeking to better understand the personalities of the group's brands and their marketing strategy. Using exploratory research as its main goal is the improvement of ideas or the discovery of intuitions.

3.2.1. Study 1: Assessment of Covet Group's Brand Personalities

After reading the theoretical framework, it was noticed that most of the research was carried out based on questionnaires given to customers or followers of the brands, and with globally famous brands. However, the niche of Covet Group brands is very specific to the interior design and luxury market. Not allowing the present researcher to have access to the large number of customers of the brand.

As this situation was not feasible, a structured interview was given to a panel of market experts from Covet Group, and they were asked to associate traits to the brands. According to Gray (2004), structured interviews are used to collect data for a quantitative analysis using pre-prepared questionnaires and standard questions (i.e., the same questions for each participant). The brands from the Covet Group considered in this research were: Boca do Lobo, Delightfull, Essential Home, Brabbu, Maison Valentina, Rug'Society, Circu, Covet House, Caffe Latte, Luxxu and Pullcast.

As those brands are all from the luxury sector, the framework used as a basis and inspiration for this work will be the research of Heines (2010). Heines (2010) study expands on the symbolic meaning of luxury brands and creates a foundation for a luxury brand personality framework. This one was consequently also inspired by the greatest author on this subject, Aaker (1997).

Knowing this, the interview was conducted through Google Forms and as previously mentioned, delivered to a panel of experts. As experts, it was considered the people who work with marketing at

Covet Group, being an expert of each brand. Even though all experts are Portuguese speakers, all questions and work were conducted in English. Since it is the language used at work.

Figure 4: The luxury brand personality traits

Traditional	Modernity	Modern
traditional, history-charged, time-honored traditionell, geschichtsträchtig, althergebracht		modern, future-conscious, progressive modern, zukunftsorientiert, fortschrittlich
classic, timeless, fashion-independent klassisch, zeitlos, modeunabhängig		trendy, fashionable, hip trendy, modisch, hip
experienced, mature, charismatic erfahren, reif, charismatisch		young, youthful, fresh jung, jugendlich, frisch
calm, peaceful, balanced ruhig, friedlich, ausgeglichen		lively, dynamic, energetic lebendig, dynamisch, energiegeladent
Reputable	Eccentricity	Eccentric
reputable, decent, respectable serios, anständig, ehrbar		eccentric, crazy, bizarre exzentrisch, verrückt, schräg
respected, esteemed, well-regarded respektiert, geschätzt, angesehen		creative, artistic, imaginative kreativ, künstlerisch, fantasievoll
down-to-earth, solid, conservative bodenständig, solide, konservativ		dreamy, unreal, magical träumerisch, unreal, märchenhaft
		shadowy, mysterious, eerie geheimnisvoll, mysteriös, unheimlich
		intellectual, cultured, witty intellektuell, kulturell, geistreich
		exotic, unusual, outlandish exotisch, ungewöhnlich, fremdländisch
		disobedient, naughty, dodgy ungehorsam, frech, zwielichtig
		rebellious, defiant, battlesome rebellisch, aufässig, kämpferisch
		free, adventurous, wild freiheitlich, abenteuerlustig, wild
innocent, pure, virtuous unschuldig, rein, brav		sexy, salacious, licentious sexy, aufreizend, zugig
		erotic, passionate, alluring erotisch, leidenschaftlich, verführerisch
Discreet	Opulence	Opulent
unostentatious, discreet, understated dezent, diskret, Understatement-orientiert		prestigious, impressive, wealthy repräsentativ, eindrucksvoll, wohlhabend
little-known, secretive, publicity-shy wenig-bekannt, zurückgezogen, öffentlichkeitsscheu		glittering, glamorous, extravagant glanzvoll, glamourös, extravagant
minimalist, puristic, unadorned minimalistisch, puristisch, schmucklos		famous, well-known, prominent berühmt, bekannt, bedeutend
moderate, plain, frugal maßvoll, schlicht, enthalten		ornate, decorated, adorned verspielt, verziert, geschmückt
		pleasure-loving, sensual, hedonistic genussfreudig, lustvoll, genießerisch
Democratic	Elitism	Elitist
outgoing, open, approachable aufgeschlossen, offen, zugänglich		distant, cool, reserved distanziert, kühl, unnahbar
friendly, warm, personable freundlich, warm, menschlich		haughty, lofty, proud hochmütig, erhaben, stolz
loving, affectionate, dedicative liebend, zärtlich, hingebend		
cheerful, fun-loving, jovial fröhlich, lebensfroh, heiter		
easygoing, casual, relaxed locker, lässig, zwanglos		elegant, noble, highbred elegant, nobel, vornehm
honest, authentic, natural ehrlich, echt, natürlich		perfectionist, accomplished, flawless perfektionistisch, vollkommen, makellos
Soft	Strength	Strong
female, feminine, womanly weiblich, feminin, fraulich		male, manly, masculine männlich, maskulin, mannhaft
sensitive, soft, tender feinfühlig, weich, empfindlich		strong, tough, resolute stark, hart, entschlossen
delicate, dainty, graceful zierlich, zart, grazios		powerful, influencing, awe-inspiring mächtig, einflussreich, respekteinflößend
sensuous, romantic, emotional sinnlich, romantisch, gefühlvoll		direct, clear, realistic direkt, klar, sachlich
carefree, unconcerned, happy-go-lucky sorglos, unbekümmert, leichtlebig		ambitious, successful, aspiring ehrgeizig, erfolgreich, strebsam

Source: Heines (2010)

3.2.1.1. Interviewees characteristics

To determine the personality of Covet Group brands, a marketing professional from each brand was asked to complete the form. It was noticed that all respondents are between 20-30 years of age, are Portuguese and single. In addition, the majority completed at least a bachelor's degree, except for only two respondents.

Table 3: Demografic profile of interviewees

Nr.	First Name	Age	Gender	Nationality	Education Level	Civil status	Represented brand
1	Jéssica	27	Female	Portuguese	Master	Single	Delightfull
2	Diana	24	Female	Portuguese	High School	Single	Essential Home
3	Joana	23	Female	Portuguese	Bachelor	Single	CaffeLatte
4	Beatriz	28	Female	Portuguese	High School	Single	Luxxu
5	Liliana	25	Female	Portuguese	Bachelor	Single	Pullcast
6	Daniela	25	Female	Portuguese	Bachelor	Single	Rug'Society
7	Regina	29	Female	Portuguese	Bachelor	Single	Brabbu
8	Catarina	23	Female	Portuguese	Bachelor	Single	Boca do Lobo
9	Manuel	28	Male	Portuguese	Bachelor	Single	Covet House
10	Filipa	25	Female	Portuguese	Bachelor	Single	Circu
11	Salomé	35	Female	Portuguese	Master	Married	Maison Valentina

Source: Elaborated by the author

3.2.2.2. Interview Design and Script

For the interview, data about the interviewee was first collected and then questions were asked to determine the personalities of the brands. The question was always the same: “How would you describe this brand?” and then, a series of personality traits - according to the framework of Heines (2010) - was presented so that it was indicated which trait and in which intensity the brand fits best. All these traits fit into the five main themes: modernity, eccentricity, opulence, elitism, and strength.

3.2.2. Study 2: Content Marketing Analysis

The content marketing analysis was done through Impact WeBuzz, a platform created by the group that measures lead generation from Covet Group blogs. As one of the goals of marketing is to generate leads and convert them into sales, it is believed that this platform is ideal for this purpose. And the intention of this research is to know if the amount of published content is proportional to the number of Leads generated.

In addition, as content marketing is something that gives long-term results, it was understood that collecting data from the internship months was not enough. Therefore, the sample was expanded to

6 months, and we compared the same months but in different years. They were from September to February of the years 2020/21 and from September to February of the years 2021/22. These months already include the period in which the present researcher performed the internship within the Weblog team.

CHAPTER 4: STUDY CASE

Covet Group was the company that hosted the student and was chosen for this investigation to be conducted. As it has a strong online presence and owns different brands, it seems to be the right environment for an investigation of brand personalities and content marketing to be conducted.

4.1. Covet Group: Host institution of the internship

With 17 years in the market, Covet Group is an internationally known company acting in the interior design market, more specifically in the luxury segment. The company currently owns 11 luxury brands, some of the most renowned design brands such as Boca do Lobo, Delightfull, BRABBU, Essential Home, Maison Valentina, Luxxu, Circu, Rug'Society, Pullcast, Caffe Latte, as well as Covet House. Thus, Covet Group has 50 businesses and more than 500 people working around the world.

Figure 5: Covet Group's Logo



Source: <https://covetgroup.com/>

The company is headquartered in Porto, Portugal, although it has representatives in more than 50 countries, as well as showrooms in some of the world's major cities, branded Covet House. It is a furniture and decoration business that aims to promote Portuguese design to a global level via the handcrafted manufacturing of high-quality pieces of excellence. Their mission is to Inspire, elevating design and craftsmanship. It is a firm that is indeed young, fun, and full of attitude. We can mention the following as examples of its values: Continuous Learning; Work hard, play hard; Focus on impact; Enjoy the process.

This company has a great vision for the future and enormous capacity to build enterprises with the goal of transforming Design around the world, thanks to its creative and innovative mentality. Although the brands are Portuguese, most of the communication is in English, as the company's business is primarily centered on exporting, with purchases made by multinational companies and buyers in the United States, the United Arab Emirates, France, and England.

Even though they are all furniture brands, each one has its own personality and concept, making them distinct and unlike anything else on the market. The current business strategy is built on e-commerce, and this brand's items may be purchased online through the website with the assistance of the marketing and sales teams, putting the customer on the consumer journey. In addition, the group extensively explores digital media and different marketing techniques to reach its stakeholders that are spread across the globe, with most of its communication channels focusing on the internet.

4.2. The internship at WeBlog

Within the Covet Group, my internship was carried out from November 2, 2021, to February 4, 2022, in the department called WeBlog. Which is an inbound marketing project that generates high-quality traffic and leads for businesses in a few industries, including design, fashion, and luxury lifestyle.

Their mission is to inspire the world with the latest trends in Interior Design and Architecture through content marketing. Create and disseminate content capable of elevating the design and making ancestral knowledge and techniques enduring. The marketing strategy carried out by Weblog is very much in line with Pulizzi's (2016) thinking about content marketing, which is, the practice of creating and delivering relevant, meaningful, and engaging material to a target audience with the goal of acquiring new customers or boosting business with existing customers.

Figure 6: Weblog's logo



Source: <https://weblogcontentmarketing.com/>

Bearing in mind the project's vision, which is to produce content in an effective and dynamic way by leveraging partner brands and helping them to establish themselves as a reference in the world, my duties during the internship were exclusively in content production. More specifically, producing texts for the blogs that WeBlog manages on WordPress and creating posts for their respective social networks. As mentioned in the previous chapter, content marketing brings prospective customers to the brand's website and the brand develops a relationship with prospects and nurtures them to convert into leads or buyers.

The internship was conducted remotely from Monday to Friday, between 9:00 am and 6:30 pm, and the constant contact with the team was through WhatsApp and Skype. It was also provided training about the company, about Covet Group's brands, the importance of blogging, how to use the WordPress, how to write the perfect blog article, how to create Instagram stories using the Canva platform, how to create pins on Pinterest, in addition to basic Google Analytics tools and Facebook's Creator Studio. Considering the purchase funnel, the intent of the marketing strategy that Weblog covers is the top of the funnel: to attract the greatest number of visitors, catching their attention and guiding them to the next stages of sales.

Covet group manages 5 different types of blogs: Brand blogs, product blogs, house division blogs, local blogs and thematic blogs. Among all of them, I had the opportunity to write articles for these three: Best Interior Designers, Interior Design Magazines and Home and Decoration. However, on Instagram and Pinterest most of my work was focused on creating posts for Interior Design Magazines and Celebrity Homes profiles, as well as creating Instagram stories for Best Interior Designers.

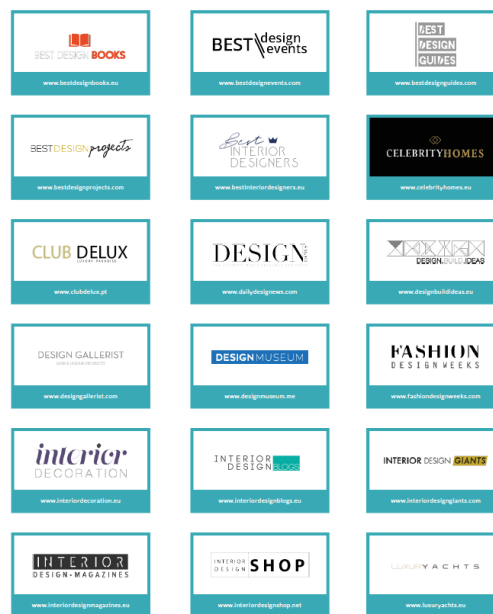
Figure 7: Covet Group Blogs categories



Source: Weblog

Although WeBlog creates content for other platforms, such as LinkedIn, my daily tasks consisted of writing between 4 to 5 articles for blogs on WordPress, creating and scheduling 12 Instagram posts and 2 Instagram stories, in addition to scheduling 20 Pinterest pins and creating 10 Pinterest repins. And it will be on the platforms that I was able to work directly that I will focus on this report.

Figure 8: Some of the Thematic Blogs



Source: Weblog

According to Izadpanah and Gunce (2021), social media is being used to stimulate non-designer interest in interior design by providing vast amounts of visual content. Their study suggests that most of their respondents use social media to follow profiles that publish interior design-related content, and nearly half of the respondents credit social media with increasing their awareness of the profession's potential. Then, validating Weblog's marketing strategies in interior design.

4.2.1. Blog

A blog is a website that is updated on a regular basis and is written in an informal or conversational tone, usually by an individual or small group. As mentioned above, I had the opportunity to write articles for three blogs: Best Interior Designers, Interior Design Magazines and Home and Decoration.

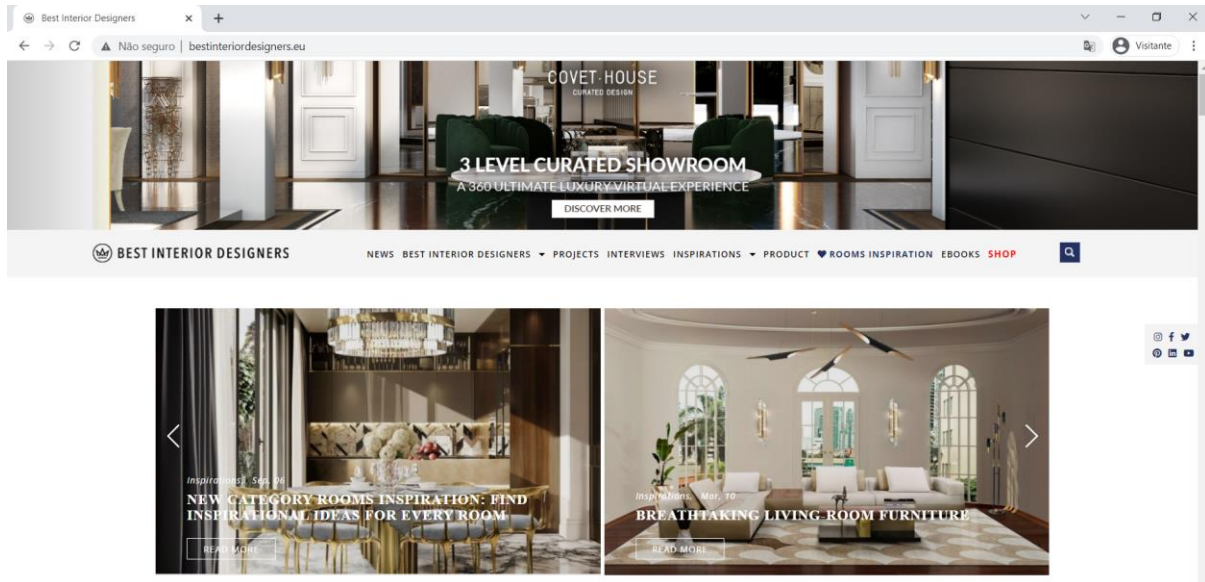
These articles are intended to attract new stakeholders through interviews and inspirational content. In addition, the idea is that visitors will click on the images, banners and hyperlinks of the articles and be redirected to the purchase pages of the Covet Group brands. In the blogs, Weblog not only creates posts but also makes available to users e-books, inspirational images and a tab for shopping Covet Group's products.

Mainly, three different types of content were written for these blogs: "Interviews", articles with exclusive interviews with architects and interior designers from around the world; "Rooms+ID", which would be articles that could contain both brand images and inspirational images of famous interior designers; and "orders", articles that ranged from inspirational to brand awareness.

For texts written for the "Rooms+ID" category, it was usually created from a database of images of the brands' products, choosing a room and an interior design database of the entire world. For the interviews, I received the interviews ready-made, and my job was to replicate and format the text so that it had the ideal model for the blog. And for the "order" category, it was usually articles published on other blogs that Covet Group manages and that should be reposted. It was not a rule, but overall, this type of content was to promote brand awareness.

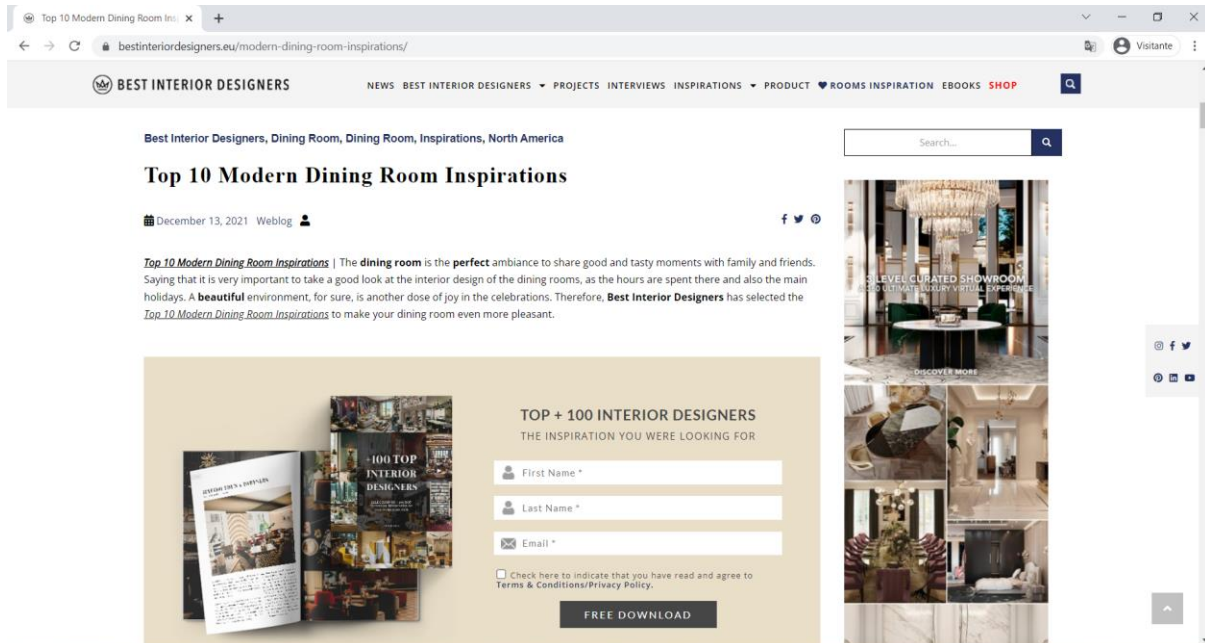
After writing the articles, a Search Engine Optimization (SEO) work had to be done so that these articles could be easily found and optimized on Google. In total, there were about 260 articles published by me on Covet Group blogs during the three months of internship. Thus, in all the hyperlinks, it was supposed to put a tracker that indicates the category, campaign and who published the article. This step is fundamental for data analysis. Finally, on the posts, banners should be added to promote the products and encourage visitors to download an e-book or subscribe to the newsletter. On the blog I had the most opportunity to work on, the Best Interior Designers, every day they had one or two posts published.

Figure 9: Best Interior Designers homepage



Source: <http://www.bestinteriordesigners.eu/>

Figure 10: Best Interior Designers article



Source: <https://www.bestinteriordesigners.eu/modern-dining-room-inspirations/>

4.2.2. Instagram

Instagram is a social media platform where users can view photographs and videos from people they follow by scrolling through their news feed. Their goal, which is focused on visual material, is the

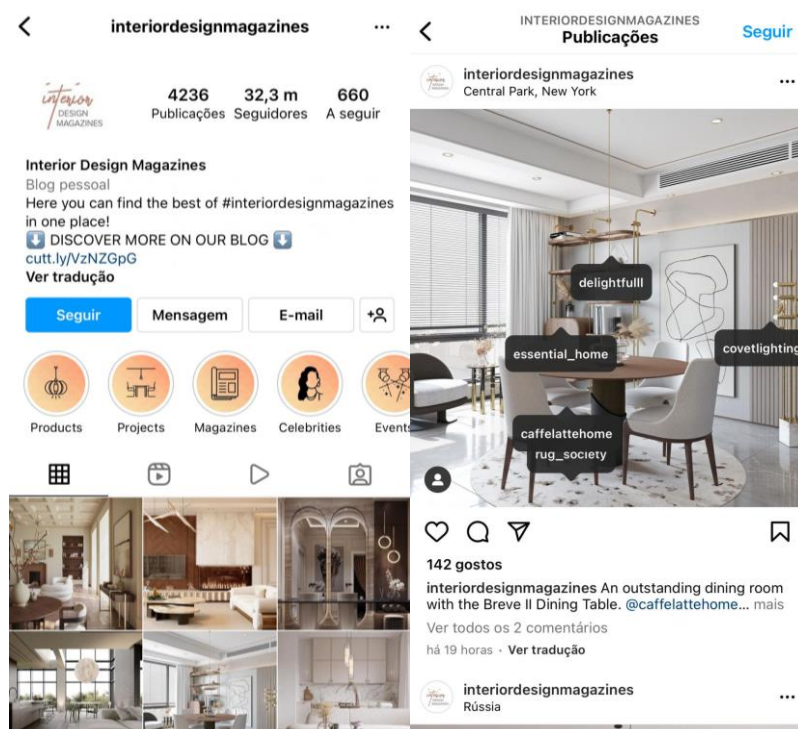
characteristic that attracts the greatest attention. Likes, comments, and tags stand out among the actions enabled by Instagram.

According to Statista (2022), Instagram has around 1,478 million monthly active users around the world becoming the fourth most powerful social network worldwide. Because Instagram has grown to be one of the most popular social media platforms, each Covet Group blog and brand has its own Instagram account, allowing them to have more interaction with their stakeholders.

The most used tool during the internship on Instagram was the news feed. Feed is where you can visually communicate your brand story, promote items, and encourage people to connect more intimately with what you have to offer (Instagram, 2022). Therefore, the publications were precisely with images of interior design rooms from Covet Group, inspirational content and images from some of the most renowned interior designers' works. In addition, we make use of titles that could catch people's attention, tagging other accounts to give credit to the photos and the use of hashtags.

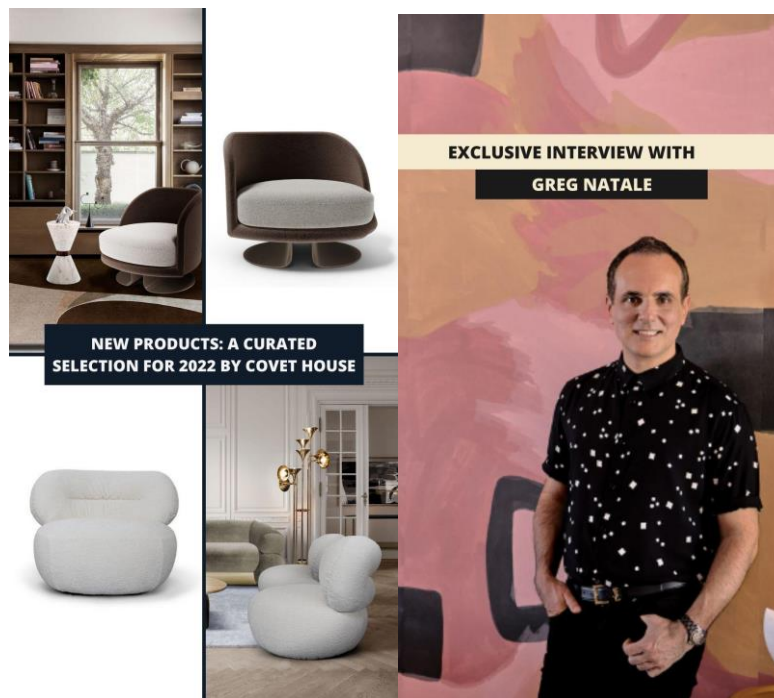
The other tool used daily were the Instagram stories created through Canva, with images and links that guided the viewer to the blog. As with blogs, links were supposed to put a tracker that indicates the category, campaign and who published the article. This link tracker makes it easier for metrics to be better analyzed.

Figure 11: Interior Design Magazines' Instagram account



Source: <https://www.instagram.com/interiordesignmagazines/>

Figure 12: Instagram Stories created and published on Best Interior Designers' account



Source: <https://www.instagram.com/interiordesignmagazines/>

4.2.3. Pinterest

Pinterest began as a platform to help people collect things they were enthusiastic about online when it was created in 2010. Every month, more than 400 million individuals visit the platform to discover and experience the more than 240 billion saved ideas (Pinterest, n.d.).

It is a popular image-sharing network with an AI-powered visual search engine that helps the user discover new content. Pinner curate online information in the form of pins, which are either directly published to the platform or link to content elsewhere on the web. These pins are divided into boards that reflect various topics, allowing for a themed approach (Gretzel, 2021).

Pinterest has become highly popular in retail, particularly in the field of interior design. Because home décor and interior design are two of the most popular categories, Pinterest is an important social media platform for furniture and interior design companies (AJ Agrawal, 2016 as cited in Sobrinho, 2021). The greatest power of this tool is to drive traffic to your website and also very interesting to better index the links in search engines, due to the focus on SEO, with the use of hashtags and keywords that the platform suggests.

The boards are updated with images that are relevant to the business, such as spaces created by the brand or articles published in local magazines, with the main goal of this activity being to convert

visitors to the website or blog. On Pinterest, the link trackers are also added to links so Weblog can optimize data analysis later.

Figure 13: Interior Design Magazines pinterest



Source: https://www.pinterest.pt/imagazines/_created/

CHAPTER 5: DATA COLLECTION

Based on the methodology and case study discussed above, this session will present the data collected in the two studies.

5.1. Study 1: Brand Personalities Results

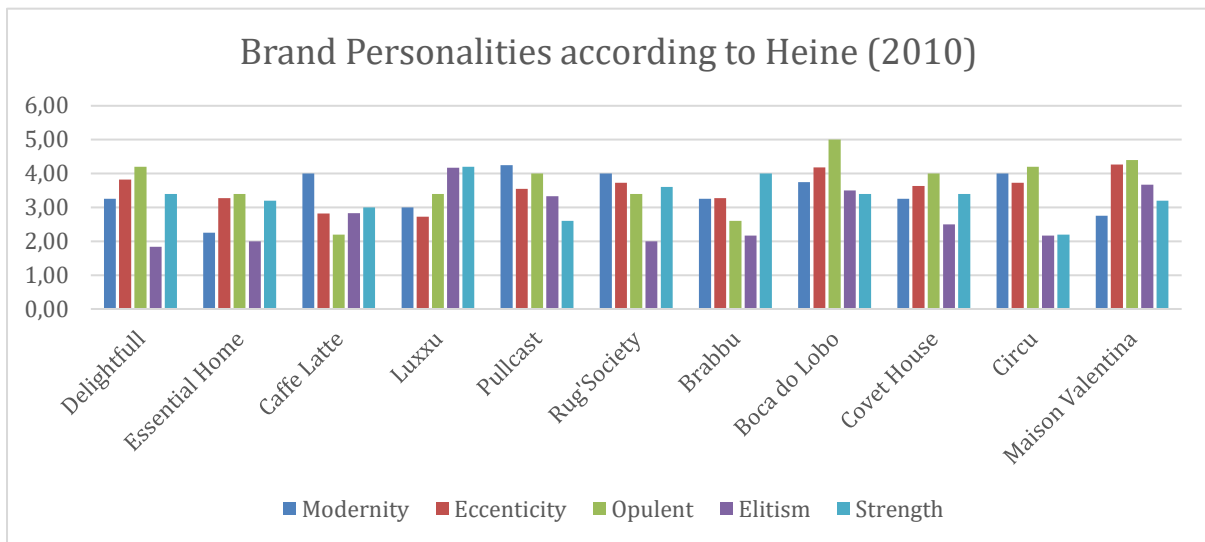
Below you can see the table with all the results organized. Information was collected from 11 marketing experts within the Covet Group, all with deep knowledge with the corresponding brands. Ideally, more people could respond to the survey, including customers, so that we could have greater confirmation of the result. Further in this analysis, a general introduction of each brand was made and then the result of the questionnaire delivered to the specialists was presented.

Table 4: The personality of Covet Group brands and dominant traits

Brand	Modernity	Eccentricity	Opulent	Elitism	Strength	Dominant Traits
Delightfull	3,25	3,82	4,2	1,83	3,4	Opulent
Essential Home	2,25	3,27	3,4	2	3,2	Opulent/eccentric
Caffe Latte	4	2,82	2,2	2,83	3	Modern
Luxxu	3	2,73	3,4	4,17	4,2	Strength/ Elitist
Pullcast	4,25	3,55	4	3,33	2,6	Modern/opulent
Rug'Society	4	3,73	3,4	2	3,6	Modern
Brabbu	3,25	3,27	2,6	2,17	4	Strength
Boca do Lobo	3,75	4,18	5	3,5	3,4	Opulent
Covet House	3,25	3,64	4	2,5	3,4	Opulent
Circu	4	3,73	4,2	2,17	2,2	Opulent/Modern
Maison Valentina	2,75	4,27	4,40	3,67	3,20	Opulent/Eccentric

Source: Elaborated by the author

Figure 14: The personality of Covet Group brands and dominant traits



Source: Elaborated by the author

5.1.1. Boca do Lobo

Boca do Lobo was formed in 2005 with the goal of reinterpreting historical fine craftsmanship skills to create unexpected contemporary design items. Boca do Lobo is the best-known brand of the Covet Group and with the most eccentric and elitist furniture. The brand calls itself for its exclusive design and all this brand essence can be perceived in its visual identity, products, and way of communicating. Below are the results of the interview on the personality of the Boca do Lobo brand, with the brand's most dominant trait being its **opulence** and the less dominant being its strength.

Table 5: Boca do Lobo personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Boca do Lobo	3,75	4,18	5,00	3,50	3,40

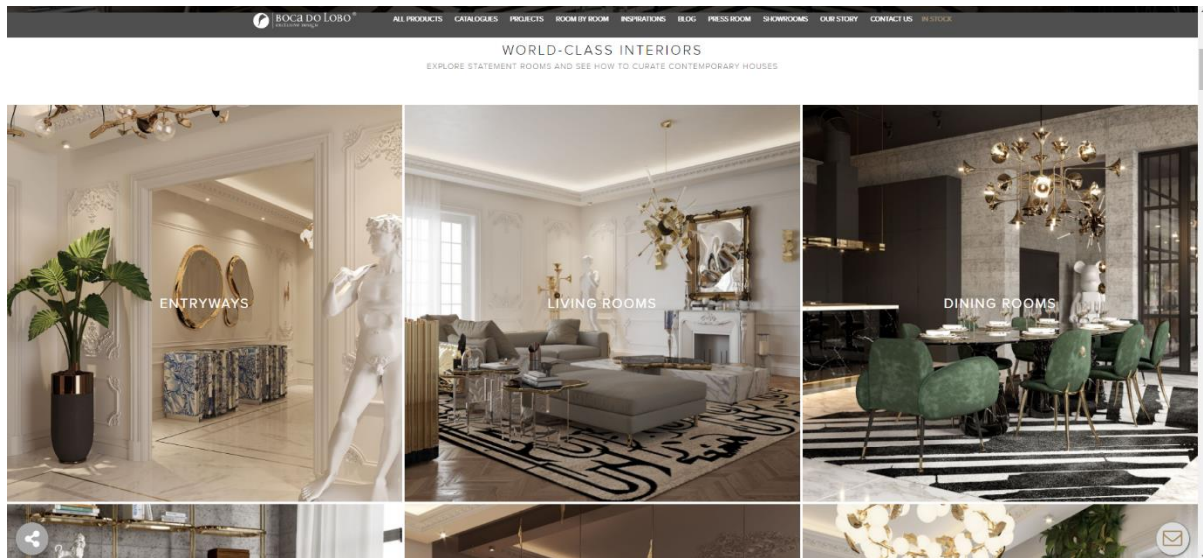
Source: Elaborated by the author

Figure 15: Boca do Lobo's logo



Source: <https://www.bocadolobo.com/en/>

Figure 16: Boca do Lobo's Website



Source: <https://www.bocadolobo.com/en/>

5.1.2. Delightfull

Delightfull is a company that sells classic lamps with the progress of finishes and materials for modern decor. The high point of the brand is the mid-century spirit and design with inspirations coming from the art of the 40s and 70s. Below are the results of the interview on the personality of Delightfull, with the brand's most dominant trait being its **opulence** and the less dominant being its elitism.

Table 6: Delightfull personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Delightfull	3,25	3,82	4,20	1,83	3,40

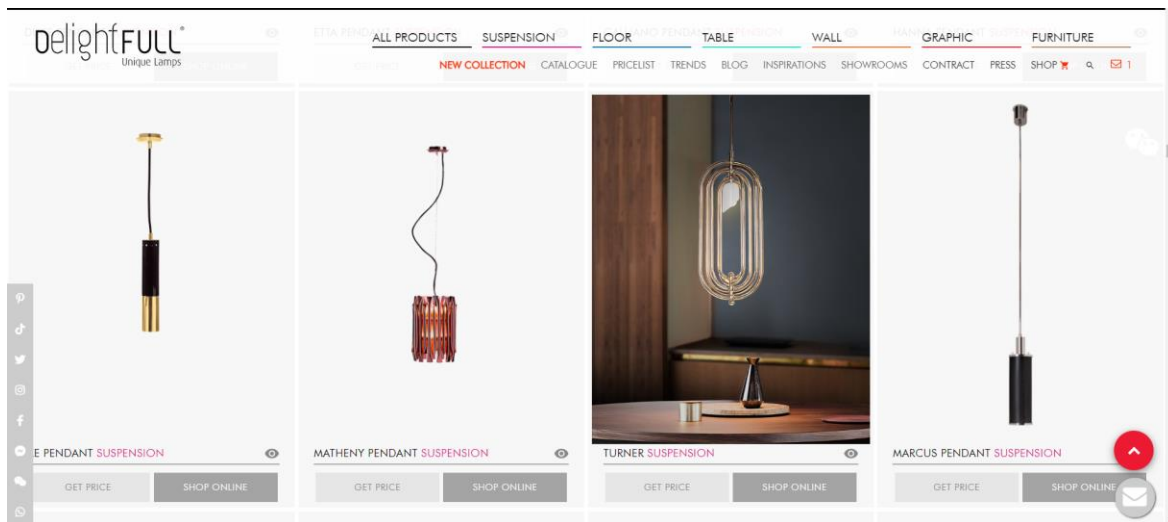
Source: Elaborated by the author

Figure 17: Delightfull's logo



Source: <https://www.delightfull.eu/en>

Figure 18: Delightfull's website



Source: <https://www.delightfull.eu/en>

5.1.3. Essential Home

Essential Home strives to achieve the ideal balance of the past and present by designing mid-century modern furniture with a contemporary twist. Their handmade pieces are available in a variety of vibrant colors from which the customer can select to bring their chosen design to life. Below are the results of the interview on the personality of Essential Home, with the brand's most dominant traits being its **opulence** and **eccentricity**, and the less dominant being its elitism.

Table 7: Essential Home personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Essential Home	2,25	3,27	3,40	2,00	3,20

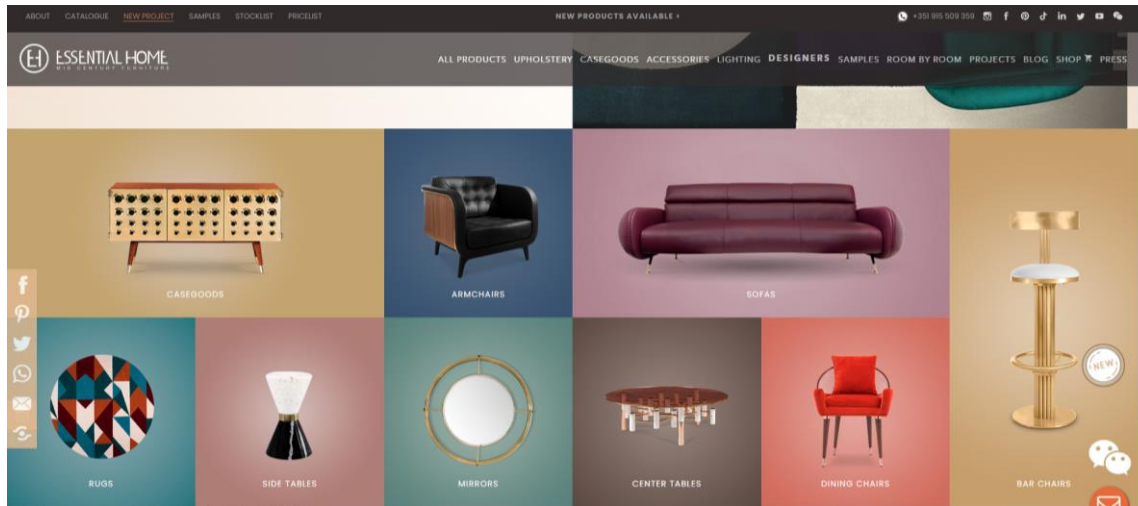
Source: Elaborated by the author

Figure 19: Essential Home personality result



Source: <https://essentialhome.eu/>

Figure 20: Essential Home's Website



Source: <https://essentialhome.eu/>

5.1.4. Brabbu

BRABBU is an urban lifestyle brand that reflects an intensive way of life, bringing fierceness, strength, and power into the mix. They provide a luxury in every piece we design and make, with a varied selection of furniture, casegoods, upholstery, lighting, and rugs, as well as sensory design. Below are the results of the interview on the personality of Brabbu, with the brand's most dominant trait being its **strength**, and the less dominant being its elitism.

Table 8: Brabbu personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Brabbu	3,25	3,27	2,60	2,17	4,00

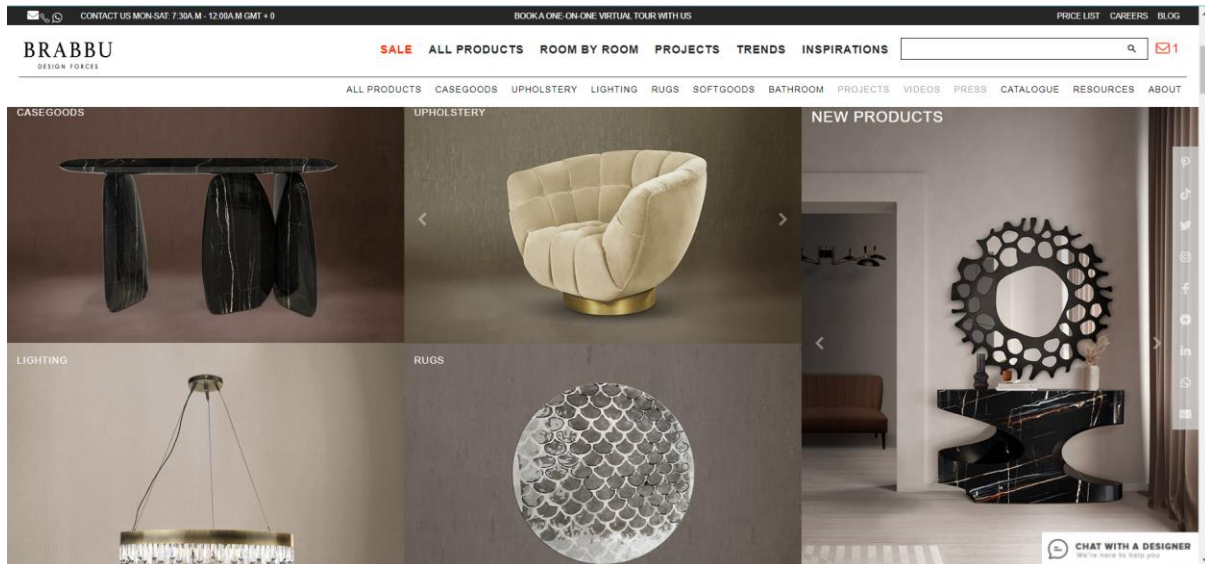
Source: Elaborated by the author

Figure 21: Brabbu personality result



Source: <https://www.brabbu.com/home/>

Figure 22: Brabbu’s Website



Source: <https://www.brabbu.com/home/>

5.1.5. Maison Valentina

Maison Valentina is a high-end product design firm that specializes in high-end and stylish bathrooms, dressing rooms, and closets. Since 2014, the company seeks to bring to their customers bathroom design, functionality, and craftsmanship. Below are the results of the interview on the personality of Maison Valentina, with the brand's most dominant traits being its **opulence** and **eccentricity**, and the less dominant being its modernity.

Table 9: Maison Valentina personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Maison Valentina	2,75	4,27	4,40	3,67	3,20

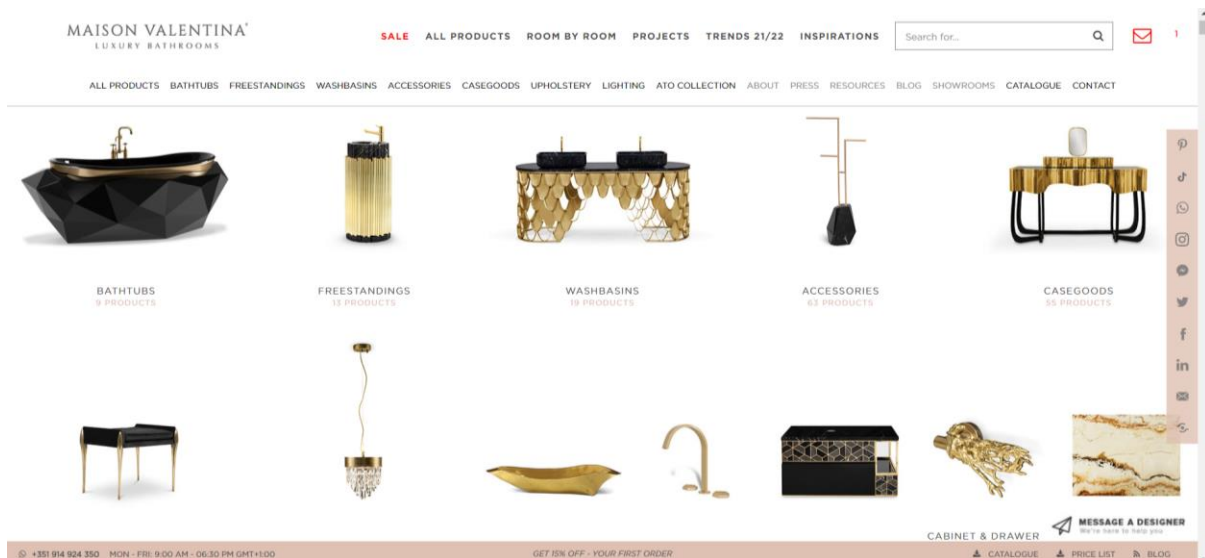
Source: Elaborated by the author

Figure 23: Maison Valentina’s Logo



Source: <https://www.maisonvalentina.net/>

Figure 24: Maison Valentina's products



Source: <https://www.maisonvalentina.net/en/all-products>

5.1.6. Rug'Society

Another brand in the Covet Group catalog is Rug'Society, which aims to transform rugs into pieces of art. Rug'Society introduces bold and contemporary design, always looking to the future and providing products with a one-of-a-kind, special, and luxurious look. Below are the results of the interview on the personality of Rug'Society, with the brand's most dominant trait being its **modernity** and the less dominant being its elitism.

Table 10: Rug'Society personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Rug'Society	4,00	3,73	3,40	2,00	3,60

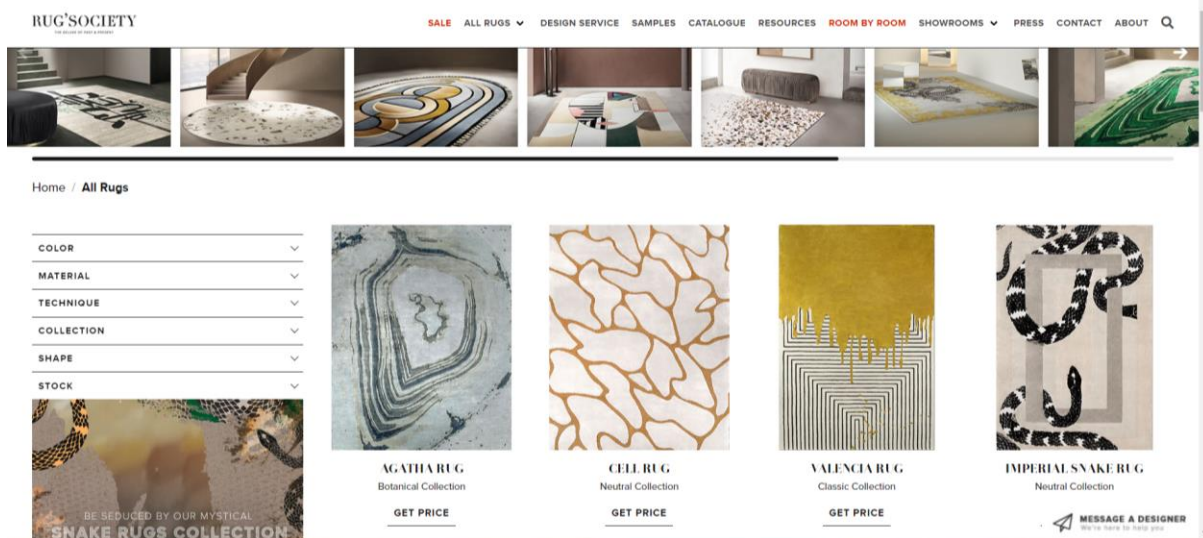
Source: Elaborated by the author

Figure 25: Rug'Society's Logo



Source: <https://rugsociety.eu/>

Figure 26: Rug'Society's Website



Source: <https://rugsociety.eu/>

5.1.7. Circu

Circu's furniture allows children to live out their ideas and create a fantastic environment in which they can fly under an imagination that has no limit. The best materials are used to handcraft and customize their products. Below are the results of the interview on the personality of Circu, with the brand's most dominant traits being its **opulence** and **modernity**, and the less dominant being its elitism.

Table 11: Circu personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Circu	4,00	3,73	4,20	2,17	2,20

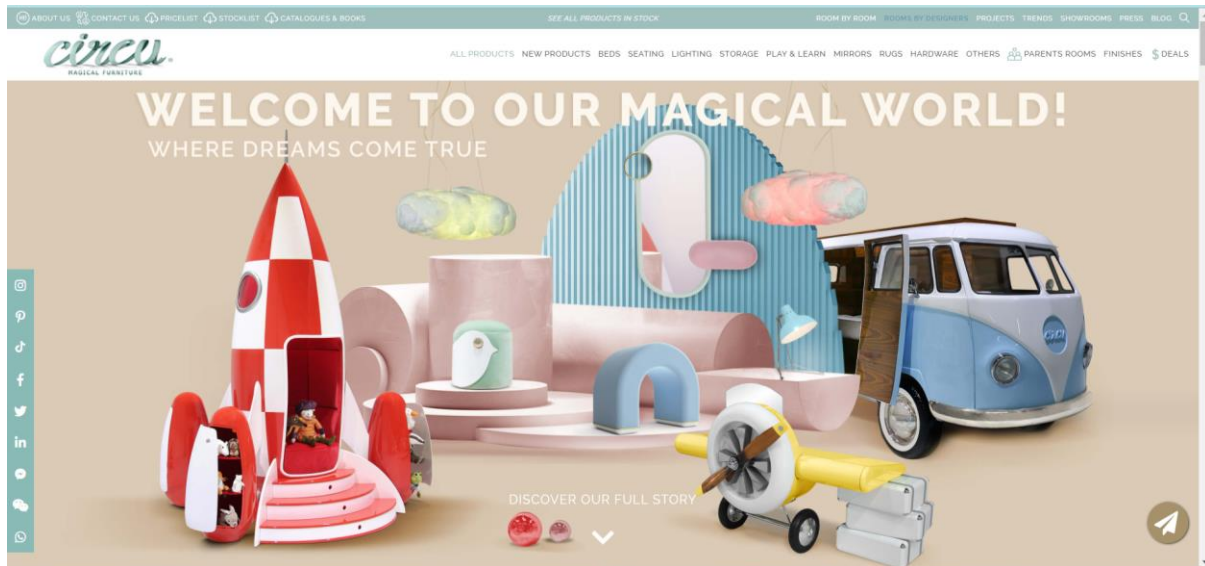
Source: Elaborated by the author

Figure 27: Circu's Logo



Source: <https://www.circu.net/>

Figure 28: Circu's Website



Source: <https://www.circu.net/>

5.1.8. Covet House

Covet House positions itself as a tool to inspire and boost creativity through Covet Group products. The brand brings together more than 2000 products from the brands of the group. In addition to offering an accounter that customizes customer service and needs so that they buy products within the site. A luxury, personalized, curated and quality platform. Below are the results of the interview on the personality of Covet House, with the brand's most dominant trait being its **opulence** and the less dominant being its elitism.

Table 12: Covet House personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Covet House	3,25	3,64	4,00	2,50	3,40

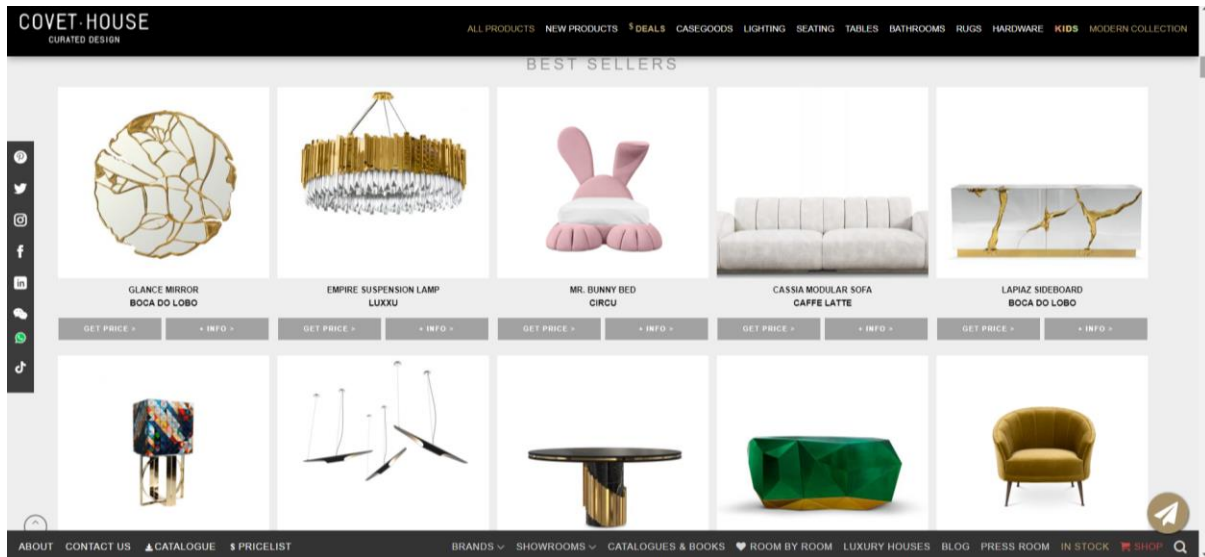
Source: Elaborated by the author

Figure 29: Covet House's Logo



Source: <https://www.covethouse.eu/>

Figure 30: Covet House's Website



Source: <https://www.covethouse.eu/>

5.1.9. Caffe Latte

Caffe Latte is a range of furniture, lighting, and accessories that, thanks to its modern aesthetic, minimalist and functional design, and unanimous concentration on neutral tones, can fit into any style of interior. The powerful but not overpowering Designs prioritize the area and concept they are chosen to furnish, while Craftsmanship ensures the quality in the details that distinguishes each project. Below are the results of the interview on the personality of Caffe Latte, with the brand's most dominant trait being its **modernity** and the less dominant being its opulence.

Table 13: Caffe Latte personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Caffe Latte	4,00	2,82	2,20	2,83	3,00

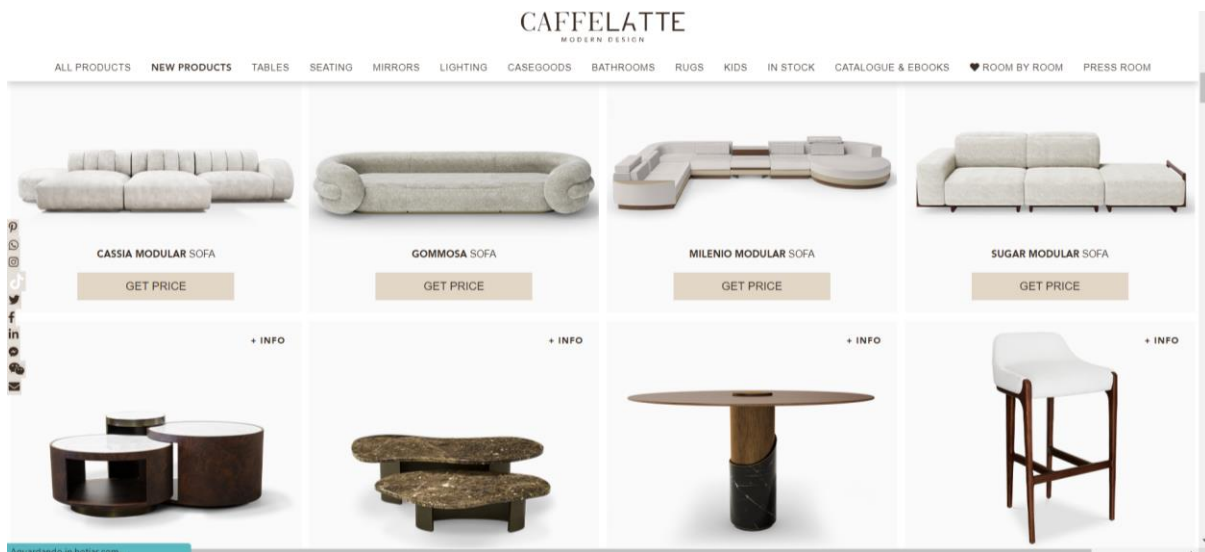
Source: Elaborated by the author

Figure 31: Caffe Latte's Logo



Source: <https://www.caffelattehome.com/>

Figure 32: Caffe Latte's Website



Source: <https://www.caffelattehome.com/>

5.1.10. Luxxu

Luxxu began as a lighting company and quickly expanded its line to include furniture and upholstery, all of which blend to create the perfect dream home. Luxxu's collection represents the ambition to enhance any interior design to a new dimension, as they strive to surround their customers with the better things in life. Below are the results of the interview on the personality of Luxxu, with the brand's most dominant traits being its **strength** and **elitism**, and the less dominant being its eccentricity.

Table 14: Luxxu personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Luxxu	3,00	2,73	3,40	4,17	4,20

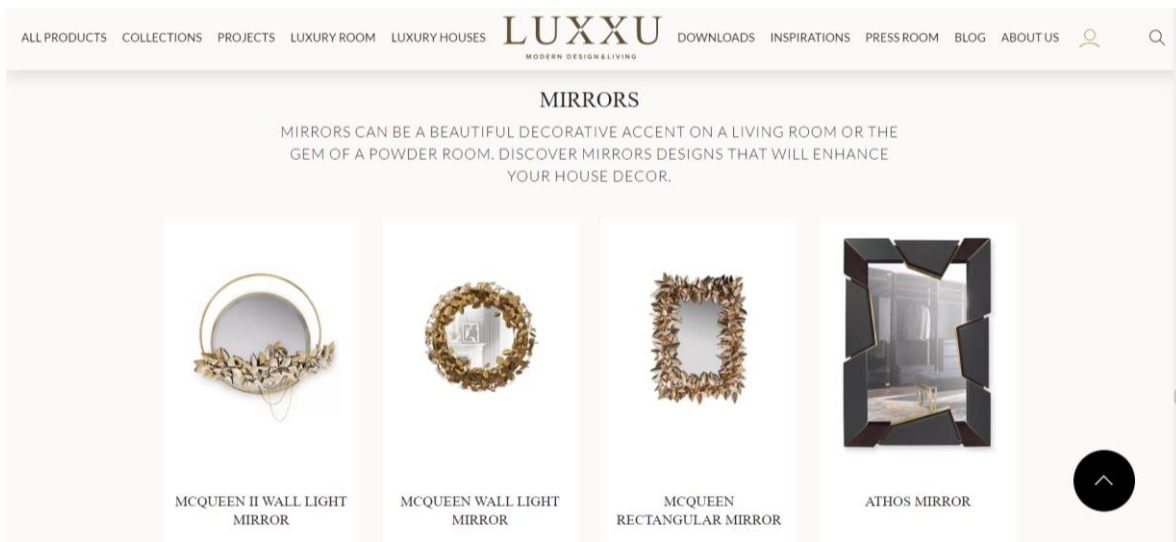
Source: Elaborated by the author

Figure 33: Luxxu's Website



Source: <https://www.luxxu.net/>

Figure 34: Luxxu's Website



Source: <https://www.luxxu.net/>

5.1.11. Pullcast

Pullcast is the Covet Group catalog brand specializing in jewelry hardware. Through the finest crafts and materials, Pullcast seeks to bring a lot of creativity, exclusivity, enhancement, and beautiful aesthetic to their products. Below are the results of the interview on the personality of Pullcast, with the brand's most dominant traits being its **modernity** and **opulence**, and the less dominant being its strength.

Table 15: Pullcast personality result

Brand	Modernity	Eccentricity	Opulence	Elitism	Strength
Pullcast	4,25	3,55	4,00	3,33	2,60

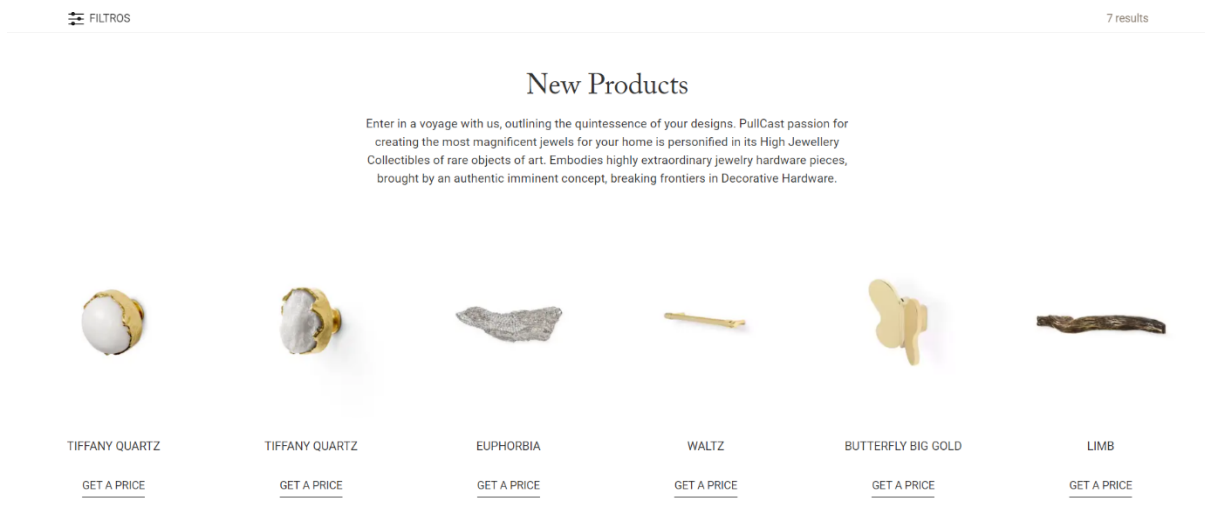
Source: Elaborated by the author

Figure 35: Pullcast's Logo



Source: <https://www.pullcast.eu/>

Figure 36: Pullcast's Website



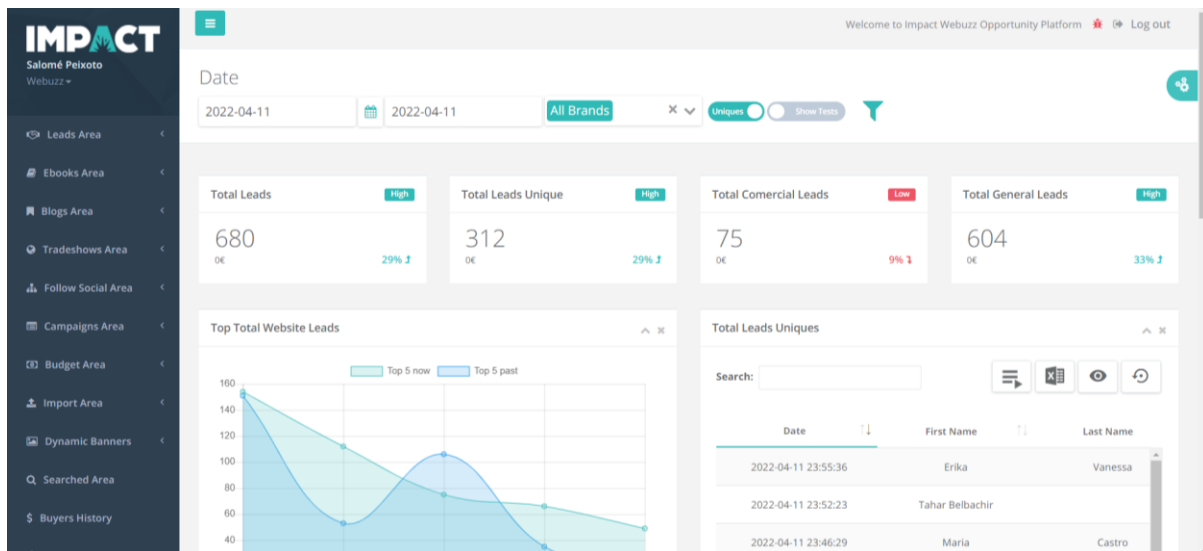
Source: <https://www.pullcast.eu/>

5.2. Study 2: Content Marketing Analysis

The content marketing research data was provided through the Impact Webbuzz platform. Since the function of the Weblog is to be more top of the funnel, attracting new users and generating new leads, this was the platform considered most useful for this study.

Impact WeBuzz is a platform created by Covet Group to generate lead capture data on the blogs they manage. Leads are considered to be people who take some action and show interest by subscribing to the newsletter, downloading an ebook, requesting price, etc. The platform also tells when a lead is quality or not. What differentiates one from the other is the amount of information that the user makes available to the company about himself.

Figure 37: Impact platform interface



Source: <http://impact.webbuzz.com.pt/>

5.2.1. All Blog Leads

The table below shows a comparison of all the leads generated on Covet Group Blogs and, on the side, the leads generated only by the blog Best Interior Designers, managed by Weblog. These are split between “All” and “Uniques”, as often the same person can have different actions on the site and the “Uniques” are different people. In addition, there is another subdivision between “quality” and “without quality”.

Table 16: Comparison table of leads generated on All brand blogs vs. Best Interior Designers Blog in 2021/22

	BLOG LEADS							
	All Brands (Blogs)				BID			
	All		Uniques		All		Uniques	
	Quality	Without Quality	Quality	Without Quality	Quality	Without Quality	Quality	Without Quality
September 2021	675	1619	354	1028	92	291	49	194
October 2021	580	1460	284	1013	56	186	35	137
November 2021	548	3353	243	2916	51	263	33	163
December 2021	409	1202	201	746	59	216	25	169
January 2022	539	1690	312	1002	25	244	18	156
February 2022	435	1327	243	834	18	35	3	9

Source: Elaborated by the author

Considering that the company aims for unique visitors and reaching more and more consumers, in the next step, “All Leads” were discarded and only “Unique” visitors were included in the comparison with the previous year.

Table 17: Comparison of unique blog leads between all Covet Group blogs and Best Interior Designers in 2021/22

	BLOG LEADS	
	All Brands	BID
September 2021	1382	243
October 2021	1297	172
November 2021	3159	196
December 2021	947	194
January 2022	1314	174
February 2022	1077	12

Source: Elaborated by the author

In addition, year after year it is expected that the intention of every company is to excel and achieve better results. Therefore, a comparison and analysis of the lead increase in 2021/22 compared to 2020/21 was made, both for all company blogs and for Best Interior Designers.

Table 18: Comparison of leads generated in 2020/21 versus 2021/22 across all blogs

	BLOG LEADS (All Brands)	
	2020/21	2021/22
September 2021	883	1382
October 2021	937	1297
November 2021	1031	3159
December 2021	979	947
January 2022	1721	1314
February 2022	1467	1077
TOTAL	7018	9176

Source: Elaborated by the author

Putting all the blogs in the group together, the lead growth pattern in 2021/22, compared to the previous year, is not the same in every month. However, if we add up all the leads generated, we can see an increase of more than 2,000 leads generated in this 6-month period.

Table 19: Quality and Without quality leads generated in 2020/21 versus 2021/22 across all blogs

	BLOG LEADS (All Brands)			
	2020/21		2021/22	
	Quality	Without Quality	Quality	Without Quality
September	321	562	354	1028
October	311	626	284	1013
November	311	720	243	2916
December	292	687	201	746
January	613	1108	312	1002
February	569	898	243	834
TOTAL	2417	4601	1637	7539
	7018		9176	

Source: Elaborated by the author

Table 20: Lead generation increase generated in 2020/21 versus 2021/22 across all blogs

	Percentage of lead increase in 2021/22 compared to 2020/21	
	Quality	Without Quality
September	+9,33%	+45,34%
October	-8,69%	+38,21%
November	-21,87	+75,31%
December	-31,17	+7,91%
January	-49,11	-9,57%
February	-57,3	-7,13%

Source: Elaborated by the author

In general, the total number of leads increased in 2021/22 compared to the previous year, considering the leads without quality from all Covet Group's Blogs. However, if we are to take into consideration only quality Leads, this number had the opposite effect. It can be assumed that the quantity but not the quality of leads generated has increased.

However, depending on the lead created, it can bring customers and sales in the future. Therefore, it cannot be said that leads without quality do not work, since the difference between "with quality" and "without quality" is the amount of information about the customer.

5.2.2. Best Interior Designers Blog

At this time, the Best Interior Designers blog is going to be analyzed, which is the blog on which the researcher worked most during the internship period and managed by Weblog. Similar to the previous analysis, the percentage of the lead increase in 2021/22 compared to 2020/21 will also be presented, to see if the work done was exceeded.

Table 21: Leads generated in 2020/21 versus 2021/22 on Best Interior Designers blog

	BID			
	2020/21		2021/22	
	Quality	Without Quality	Quality	Without Quality
September	6	19	49	194
October	6	22	35	137
November	4	12	33	163
December	12	21	25	169
January	107	162	18	156
February	41	91	3	9
TOTAL	176	327	163	828
	503		991	

Source: Elaborated by the author

Table 22: Lead generation increase generated in 2020/21 versus 2021/22 on Best Interior Designers Blog

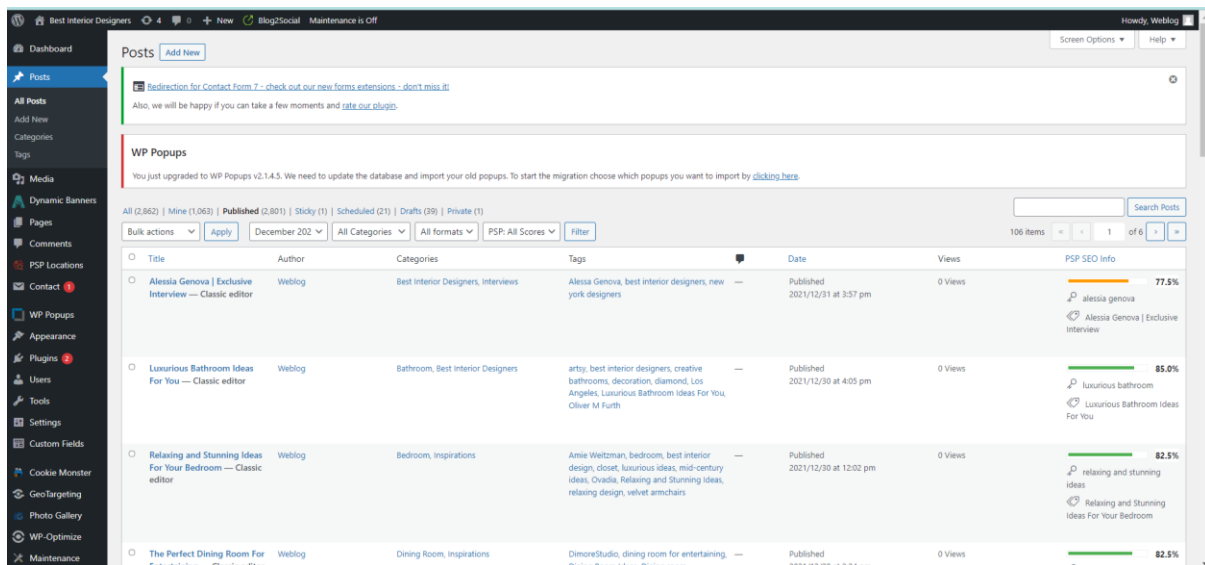
	Percentage of lead increase in 2021/22 compared to 2020/21	
	Quality	Without Quality
September	+87,76%	+90,21%
October	+82,86%	+83,95%
November	+87,88%	+92,64%
December	+52%	+87,58%
January	-83%	-3,71%
February	-92,62%	-90,11%

Source: Elaborated by the author

Looking only at the Best Interior Designers Blog, it is seen a sharper increase in leads generated in 2021/22 compared to the previous year. In fact, the year 2021 was very promising in relation to the data collected from 2020 and 2022. If we compare the evolution from one year to the other of Best Interior Designers in relation to all the blogs in the group, the Weblog team increased the number of Leads.

The next step is to see if the number of articles published is proportional to the number of leads generated. As the researcher has access only to Blogs managed by Weblog, the data collection of how many articles were published was performed by the WordPress platform itself, which is used by Best Interior Designers. Only articles published on the site were considered and any article that had nothing written and that worked as a redirect to other pages was disregarded.

Figure 38: Image of WordPress dashboard from Best Interior Designers Blog



Source: Best Interior Designers

Table 23: Lead generation increase generated in 2020/21 versus 2021/22 on Best Interior Designers Blog

Best Interior Designers			
2020/21			
Quality	Without Quality	Total	Published Content (number of blog articles)

September	6	19	25	20
October	6	22	28	30
November	4	12	16	30
December	12	21	33	18
January	107	162	269	25
February	41	91	132	13
Total	176	327	503	136

Source: Elaborated by the author

Table 24: The amount of content published in 2021/22 on Best Interior Designers Blog

Best Interior Designers				
2021/22				
	Quality	Without Quality	Total	Published Content (number of blog articles)
September	49	194	243	40
October	35	137	172	26
November	33	163	196	84
December	25	169	194	106
January	18	156	174	53
February	3	9	12	65
Total	163	828	991	374

Source: Elaborated by the author

The amount of content published in 2021/22 is much higher than in 2020/21. In the table below it can be seen easily, and it is going to be presented by the side of the total number of leads generated month by month, including quality and non-quality leads.

Table 25: Comparative table between the number of leads generated and the number of posts published

	2020/21		2021/22	
	Total number of Leads	Published Content	Total number of Leads	Published Content
September	25	20	243	40
October	28	30	172	26
November	16	30	196	84
December	33	18	194	106
January	269	25	174	53
February	132	13	12	65
Total	503	136	991	374

Source: Elaborated by the author

The number of contents published in 2021/22 was 62.64% higher than in the previous year and because of this effort, the number of leads generated was 49.25% higher. However, you can see that the months of January and February 2021 performed better in lead generation than the months of January and February 2022, even though more blog posts were posted. Several issues can be intrinsically related to this, such as some specific content that generated more engagement, quality of articles or even the global situation in which we lived.

Well, in 2020 the world was caught by the Covid-19 pandemic and almost all sectors of the economy were affected. In addition, with the improvement of restrictions in 2021, people started to consume products and services more rapidly. However, if we compare the two periods and only consider the total number of quality Leads, the year 2020/21 barely achieved better results, which reflects on the type of content produced.

CHAPTER 6: DISCUSSION OF DATA

The study of brand personality is very important for the marketer as it can give insights into whether the strategies being used are causing the desired perception. Helping customer interaction with the brand and maintaining successful brands. Overall, the researcher believes that the experts gave a pretty accurate description of the personality of all the Covet Group brands.

All those brands in the group have very well-defined personalities, which are reflected not only in their products, but in the way they communicate and do marketing. Determining the personality of brands is an unprecedented Internship study within the Covet Group and sets precedents for future brands of the group to fit into other niches and personality traits. Gaining competitiveness in the market and covering other areas. This is because the eccentric and elitist traits did not appear isolated in any brand. Both were dominant traits but accompanied and with a similar strength of another trait, as in the case of Essential Home, Luxxu, and Maison Valentina. It is suggested that in the future, architects, interior designers and consumers may be interviewed so we can see the broad view of the market on these brands.

In addition to the study of brand personalities, a data collection was carried out through the Impact Webbuzz platform to analyze the work of content marketing between the months of September 2021 and February 2022. And then the need arose to compare with the same period in 2020 and 2021. This was important to see if the strategies are working to convert the articles into leads and if there has been an increase in leads over time.

Unfortunately, when analyzing the number of leads generated by all the covet group blogs, it can be seen that the number of leads generated did not exceed the numbers of previous years. However, the work done to improve the Best Interior Designers blog was impressively superior.

The hypothesis that the number of articles proportionally influences the number of leads generated was verified. However, quantity does not mean quality. Because although the increase in the total number of leads generated between 2021/22 by Best Interior Designers was 60.51% higher than in 2020/21, the number of quality leads was 7.39% lower. A more in-depth study is suggested to understand this phenomenon and to be able to analyze in depth whether the SEO or type of content produced can be interfered with.

During the internship, it is seen that the number of articles produced was greater than in the previous year. But as it was said before, content marketing is a strategy that brings results in the long term and therefore the content produced by this researcher during the internship can hardly be measured

at the time of conducting this research. In addition, many of the articles produced would still be scheduled for the following months.

CHAPTER 7: CONCLUSION

In recent years, the world has changed dramatically, and the machine has gained power and optimized the work of many marketers. The tech is often regarded as beneficial, particularly for evaluating data and revealing ideas related to certain target markets. Human effort, on the other hand, is necessary and cannot be overlooked since it adds balance, knowledge, and emotion to the speed and efficiency of computers. And, when it comes to making emotional relationships, the human being is unrivaled.

Therefore, it is very important for the marketer to understand new technologies, use the infinity of data that can be generated through it and use human sensitivity to analyze and create new strategies. That is because the purpose of marketing is to connect with the consumer and sell, whether it is a product or service, and nothing better than a human to understand another human.

The Branding proposal arises to differentiate brands and generate their own identity amid such a busy environment, where the attention of your consumer is always instigated by various means. Therefore, this study brought contributions to a better understanding of the personality and identity of each brand in the group.

Branding goes far beyond visual identity and involves not only the way the brand is positioned in the market and in front of its competitors, but also how it is perceived by its customers. Therefore, it is important to analyze the personality of the brand since the brand has characteristics very similar to a human being.

These traits influence the way the customer engages with the brand, in addition to directly instigating the various marketing strategies. In some cases, the customer may have a completely different perception of what the brand would like to communicate and position itself, thus leading marketers to reformulate their processes. People also have more control than ever before over what material they consume and how they respond to it. Simultaneously, the brand has the capability and knowledge to create exactly the type of content that its target audience desires. In the case of Covet Group, this analysis was very interesting because the company has a large portfolio of luxury furniture brands, being a reference in the sector.

The luxury market has many particularities and nuances that differentiate its strategies from others. When it comes to the furniture market, the images need to be very appealing and of good quality. Thus, some social networks are very important and complementary in marketing strategies, such as Instagram and Pinterest.

Blogs and social networks emerge as a tool that will inspire users looking for decoration and furniture products. The work done by the Weblog ends up covering more the top of a sales funnel, attracting customers to the brand's websites or to take some action on the website, which are the leads. The work carried out by the department is related to content marketing and this work has the potential to generate results for months or years, due to the search engines on the internet.

Content marketing becomes responsible for telling stories, answering customer questions, attracting them to brands and consequently, brands position themselves as trusted experts in their fields. In the case of Weblog, interviews with architects and interior design, are examples of content that give authority to blogs and that can influence in a certain way in the generation of leads.

During the internship, about 200 articles were written by the present researcher for the Weblog blogs and this number is reflected in the increase in articles produced between November 2021 and early 2022. However, measuring the result of this work could not be done in this research as many of the articles were still scheduled for March, when this report was already in an advanced stage. In addition, content marketing can be reflective in the long run.

The content marketing work carried out by Covet Group, consistently, ends up creating and attracting better customers to the business. The importance given to the frequency and recurrence of publications, both on Instagram and Pinterest, reflects that these kinds of social platforms need attention and frequent posts to have greater engagement with their followers. In addition to techniques to improve reach, such as the use of correct hashtags and keywords and geo-location, for example.

In the case of Blogs, knowing how to write a good article is the first step to success. In addition, using Search Engine Optimization (SEO) tools are essential for your audience to find your articles and be encouraged to visit your pages. Consequently, generating leads, strengthening brands, and converting visits into sales in the future. Knowing that content marketing is a strategy centered on providing a meaningful experience, it is apparent that the company's blogs offer a plethora of information for users to access, including not just a range of articles, but also e-books and inspirational pages. This information ends up being validated in the study when in 2021/22 more posts were created on the Best Interior Designers blog than in the previous year and consequently, more leads were generated.

These two studies conducted were very complementary because the personality of the brands ends up reflecting in the content produced, so that articles could be more personalized and that the images of the right products could be used for each theme. In addition, the research of brand personalities lays the groundwork for future brands in the group to fit into different niches and personality traits.

In short, it is important to say that all the objectives of this research were achieved. The work carried out by Covet Group is a reference in the interior design and luxury market, and the brand case study is very important to inspire other researchers, marketers, and brand managers. Being through the work conducted by the Weblog team for years, validating the importance of content marketing, especially at the top of the sales funnel. It is aimed that this research will be continued by future researchers and that it will serve as a reference for other interns and marketing professionals who will eventually pass through the Covet Group team.

As a suggestion to the brand personality analysis, in addition to interviewing the specialists, consumers and other brand stakeholders, such as architects and interior designers, should be interviewed. Another bias for future researchers is that they can expand the data collection to be answered by more people in the Covet Group, to see if the perception of brand personalities is the same. Thus, since the Covet Group's market is very international, future researchers could focus on different markets for conducting the Brand Personalities research. Finally, another suggestion is regarding the content marketing analysis, so that the future researchers could verify and validate the importance of the quality and level of SEO employed in the blog posts. A/B tests with different SEO scores of the same article can be interesting to validate the research.

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ATTACHMENTS

Attachment 1: Interview

Covet Group | Brand Personalities

This is a study to determine the personality of Covet Group brands. Select from 1 to 5 which and how much of these particular personality traits you think best describes the chosen brand.

The data from this research will be used to write the internship report of the Master's course in Marketing and Strategy at the University of Minho, by the student Ludmila Sobral - PG 42242.

Deadline: 20/04/2022

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***Obrigatório**

First Name: *

Sua resposta _____

Name of the brand you are representing: *

- Boca do Lobo
- Delightfull
- Essential Home
- Brabbu
- Maison Valentina
- RugSociety
- Circu
- Covet House
- Caffe Latte
- Luxxu
- Pullicast

Age: *

Sua resposta _____

Gender: *

- Female
- Male
- Prefer not to say

Nacionalidade: *

Sua resposta _____

Role: *

Sua resposta _____

Civil Status: *

- Married
- Single
- Widowed
- Divorced

Education Level: *

- High School
- Technical
- Bachelor
- Master
- Doctorate

Covet Group | Brand Personalities

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Seção sem título

Modernity

Traditional or Modern

How would you describe this brand?

1 2 3 4 5

Traditional, history-charged,
time-honored

Modern, future-conscious,
progressive

How would you describe this brand?

1 2 3 4 5

Classic, Timeless, Fashion-
independent

Trendy, fashionable, hip

How would you describe this brand?

1 2 3 4 5

Experienced, mature,
charismatic

Young, youthful, fresh

How would you describe this brand?

1 2 3 4 5

Calm, peaceful, balanced

Lively, dynamic, energetic

Eccentricity

Reputable or Eccentric

How would you describe this brand?

1 2 3 4 5

Reputable, decent, respectable

Eccentric, crazy, bizarre

How would you describe this brand?

1 2 3 4 5

Respected, esteemed, well-regarded creative, artistic, imaginative

How would you describe this brand?

1 2 3 4 5

Down-to-earth, solid, conservative dreamy, unrea, magical

How would you describe this brand?

1 2 3 4 5

Transparent Shaddowy, mysterious, eerie

How would you describe this brand?

1 2 3 4 5

Stupid, Limited Intellectual, cultured, witty

How would you describe this brand?

1 2 3 4 5

Ordinary Exotic, unusual, outlandish

How would you describe this brand?

1 2 3 4 5

Behaved, disciplined Disobedient, naughty, dodgy

How would you describe this brand?

1 2 3 4 5

Submissive Rebellious, defiant, battlesome

How would you describe this brand?

1 2 3 4 5

Innocent, pure Free, adventurous, Wild

How would you describe this brand?

1 2 3 4 5

Innocent, pure, virtuous Free, adventurous, Wild

How would you describe this brand?

1 2 3 4 5

Frigid Erotic, passionate, alluring

Oppulence
Discreet or Opulent

How would you describe this brand?

1 2 3 4 5

Unostentatious, Discreet, Understated Prestigious, impressive, wealthy

How would you describe this brand?

1 2 3 4 5

Dull, opaque Glittering, glamorous, extravagant

How would you describe this brand?

1 2 3 4 5

Little-known, secretive, publicity-shy Famous, well-known, prominent

How would you describe this brand?

1 2 3 4 5

minimalist, puristic, unadorned ornate, decorated, adorned

How would you describe this brand?

1 2 3 4 5

moderate, plain, frugal pleasure-loving, sensual, hedonistic

How would you describe this brand?

1 2 3 4 5

moderate, plain, frugal pleasure-loving, sensual, hedonistic

Elitism
Democratic or Elitist

How would you describe this brand?

1 2 3 4 5

outgoing, open, approachable distant, cool, reserved

How would you describe this brand?

1 2 3 4 5

friendly, warm, personable haughty, lofty, proud

How would you describe this brand?

1 2 3 4 5

loving, affectionate, dedicative Arrogant

How would you describe this brand?

1 2 3 4 5

cheerful, fun-loving, jovial sad, boring

How would you describe this brand?

1 2 3 4 5

easygoing, casual, relaxed elegant, noble, highbred

How would you describe this brand?

1 2 3 4 5

honest, authentic, natural perfectionist, accomplished, flawless

Strength

Soft or Strong

How would you describe this brand?

1 2 3 4 5

female, feminine, womanly male, manly, masculine

How would you describe this brand?

1 2 3 4 5

sensitive, soft, tender strong, tough, resolute

How would you describe this brand?

1 2 3 4 5

delicate, dainty, graceful powerful, influencing, awe-inspiring

How would you describe this brand?

1 2 3 4 5

sensious, romantic, emotional direct, clear, realistic

How would you describe this brand?

1 2 3 4 5

carefree, unconcerned, happy-go-lucky ambitious, successful, aspiring

[Voltar](#)

[Enviar](#)

[Limpar formulário](#)

Attachment 2: Authorization to use data from Covet Group

De acordo com o acordo celebrado entre o Covet Group e a U. Minho no seguimento do Estágio Curricular da aluna Ludmila Sobral, que iniciou a 2/11/2021 e terminou a 4/02/2022, serve o presente documento para consentir a utilização de dados realizados durante este período de Estágio para a realização da tese da formanda.

Data: 02/02/2022

Assinatura e carimbo:

COVET
LDA

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