

Brand Sentiment Analysis

Mastercard and the League of Legends Community

This project examines how *League of Legends* fans perceive Mastercard online. Using Reddit data collected through the Python Reddit API Wrapper (PRAW), sentiment was analyzed with a transformer, and themes were identified through topic modeling (LDA). The objective was to understand the relationship between Mastercard's sponsorship activities and community reactions, highlighting moments of heightened engagement and emotional response.

Across the analysis period, Mastercard's visibility proved to be highly **event-driven**, with both discussion volume and emotional intensity peaking during the annual League of Legends World Championship. Positive reactions often centered around Mastercard's presence during opening ceremonies, where users associated the brand with excitement, spectacle, and the entertainment value of the tournament. In contrast, negative discussions were dominated by complaints about *tickets*, *presales*, *bots*, and *scalping*, reflecting frustration with ticket accessibility — even among those with Mastercard presale privileges. Additionally, a small group of highly active contributors was found to drive a significant portion of the online discourse, highlighting how opinion leadership shapes the overall narrative and sentiment direction within the community.

Suggested Actions

- Capitalize on Worlds through additional sponsorships:
 - Build on the strong sentiment around the opening ceremony by sponsoring more behind-the-scenes or fan-accessible experiences, highlighting Mastercard's contribution to the game.
- Improve fairness perception in ticketing experiences:
 - Increase transparency around presales and anti-bot measures, and communicate Mastercard's role clearly to reduce misplaced frustration over ticketing issues.

Overall, the findings reveal that Mastercard's brand perception within the League of Legends community is closely linked to major events, with enthusiasm for sponsorship moments tempered by frustration surrounding ticketing logistics. The brand's strongest opportunities lie in maintaining event visibility, reinforcing positive emotional associations, and strengthening transparency and dialogue with fans.