

PANDORO GATE

THE DARK SIDE OF FERRAGNI
NOT THAT "CHIARA"

Deloitte.



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THE DEVELOPMENT OF THE “SCANDAL”

November 2023



Chiara Ferragni
announces her
collaboration with
Balocco

15 December 2023



Italian Antitrust
(agcom) sanctions
for 1 million euros
Chiara Ferragni

18 December 2023



Chiara Ferragni
publicly apologizes
on her social
profiles



HOW MEDIA REACTED

A Data-Driven Analysis: Exploring Narratives and Emotions in Digital Media



DATA COLLECTION



Analyzing Diverse Perspectives:
Investigating Varied Perceptions
of the 'Scandal' Across Multiple
Sources

304

Reddit
Comments

200+

News Articles

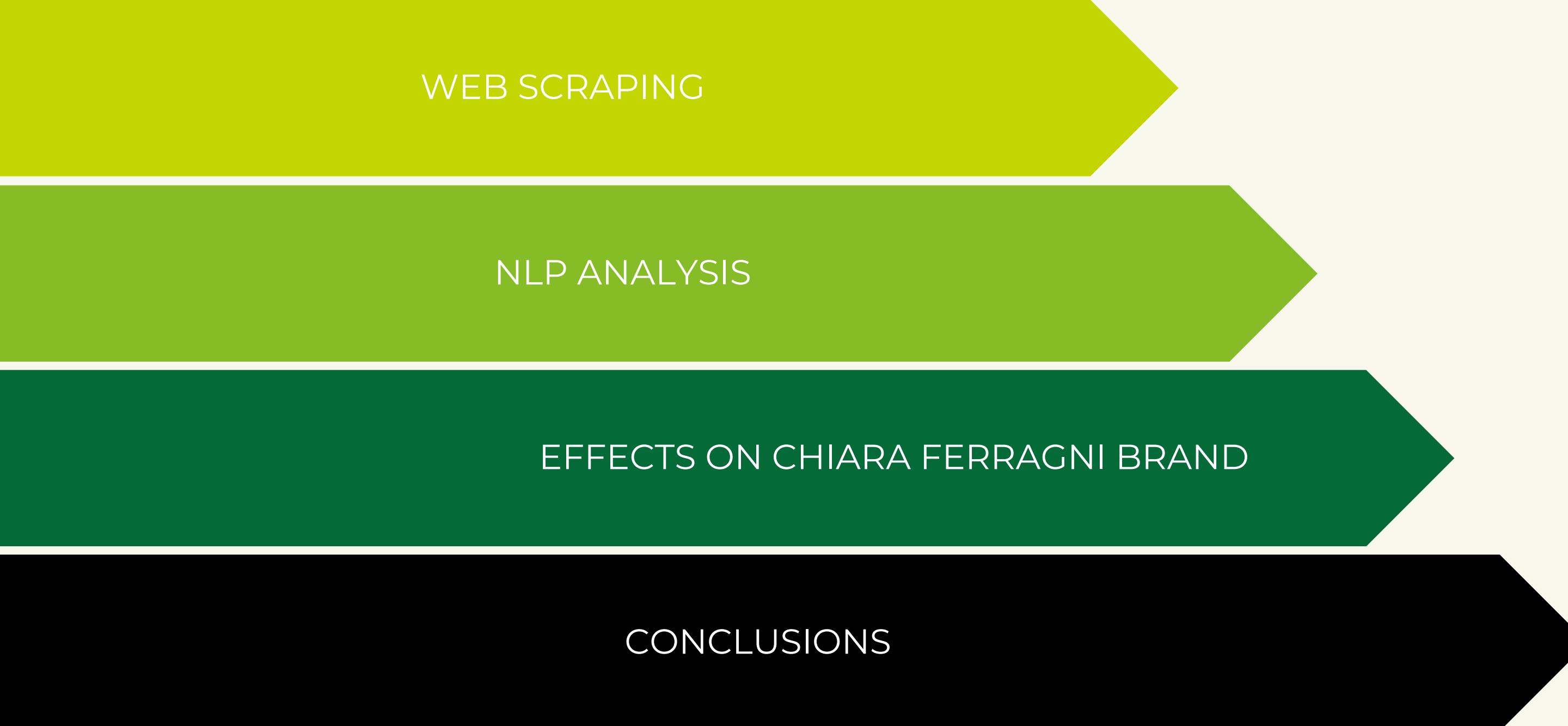
800

Instagram
comments

815

Facebook
comments

THE ANALYSIS JOURNEY: KEY STEPS



WEB SCRAPING

NLP ANALYSIS

EFFECTS ON CHIARA FERRAGNI BRAND

CONCLUSIONS

WEB SCRAPING

Retrieving information from the internet
has seen different techniques and tools

Instagram

exportcomments.com

Facebook

Facebook Comments Scraper by Apify.com



SENTIMENT ANALYSIS PROCEDURE

Mistral have been used to sentiment data.

APIs configuration:

- **Sentiment labels** change to fit the different type of data in different sources
- **Prompt** differs based on the task
- Bigger **models** used for more difficult data (open-mixtral-8x7b, mistral-small-latest)

Why Mistral?

- Handles **different languages**
- Handles **emojis**
- Superior **accuracy** w.r.t. other methods (e.g. pre-trained transformers)

Accuracy~0.56

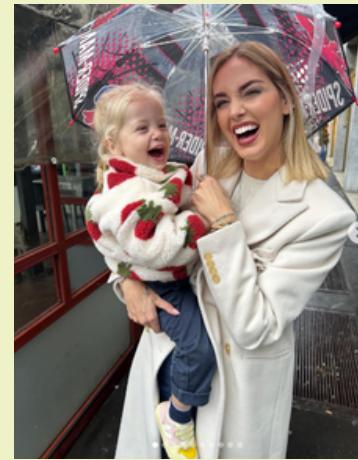
On External Labelled Dataset



INSTAGRAM DATA

Comment	sentiment
Comment	Positive
Positive	Positive
Positive	Negative
E sti CA....I della bambina dolcissima?? Che I suoi non si possono toccare ma lei lucra su quelli degli altri?? Troppo comodo .. me ne strafrego della figlia	Negative
Semplicemente meravigliose	Positive
Io vorrei vedere quanti genitori modello ci sono qui che hanno da insegnare agli altri....mah	Neutral
Quanto siete belle 😊	Positive
Os seguía por los niños, me encantabais como familia. Siento decepción total total y por eso dejo de seguiros, aprovecharos de niños enfermos... Bloqueais los comentarios, no hace falta decir nada más	Negative
Wow	Positive
Mi dispiace perché sembravi una brava persona..ora non riesci più a parlare senza i tuoi esperti suggeritori..fraintesa? Chiudiamola qui. Sei figlia dei soldi e il tuo valore sarà sempre in rapporto a quelli.	Negative

INSTAGRAM POSTS ANALYZED



25-10-23



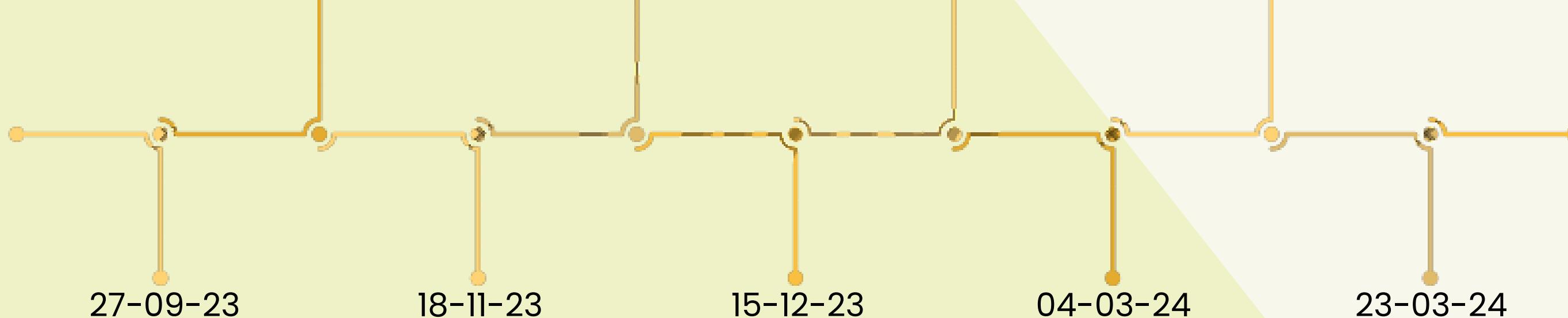
14-12-23



18-12-23



17-03-24

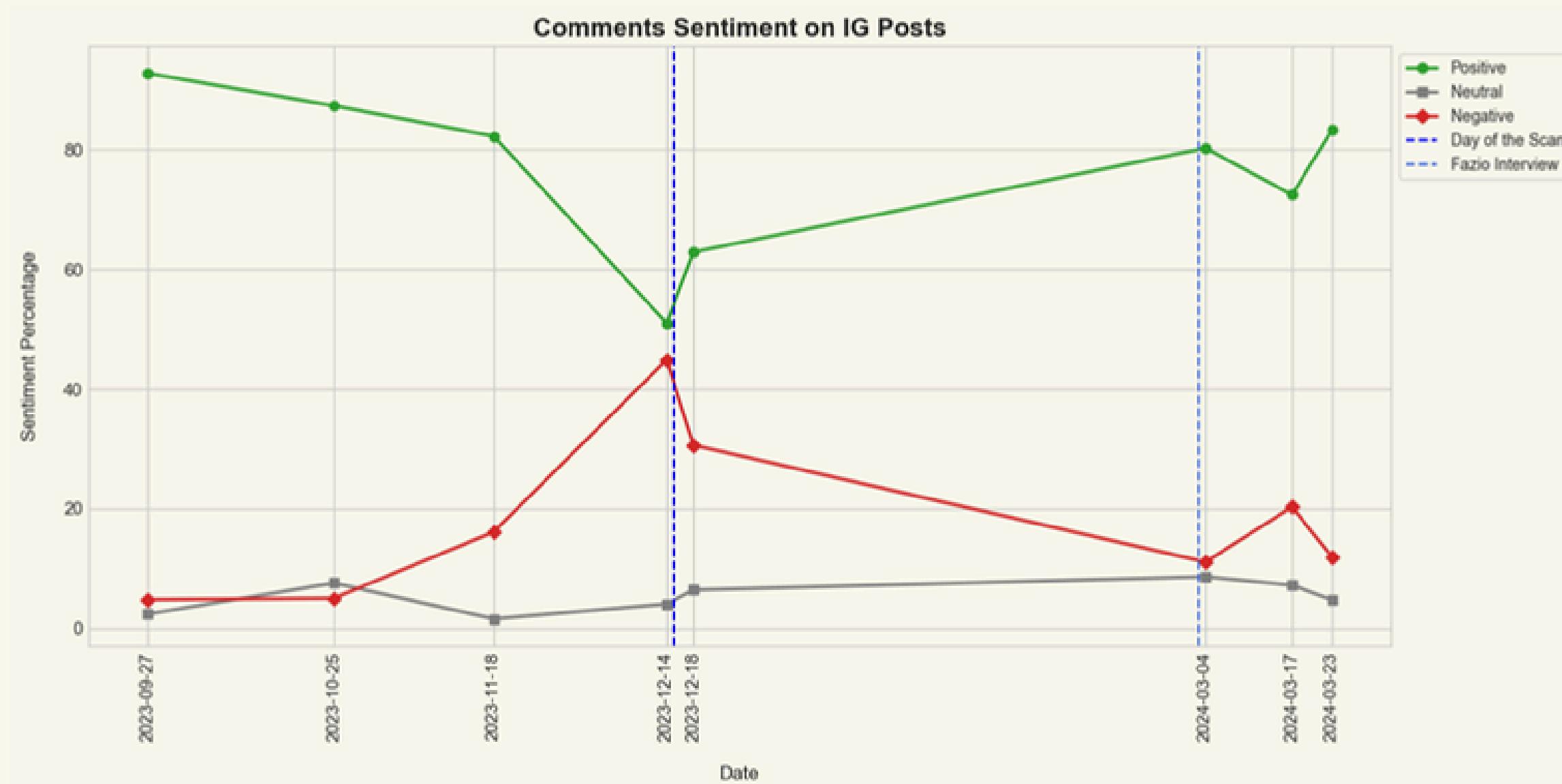


Day of the Scandal
AGCM fine Balocco and
Chiara Ferragni



Day after Fazio show

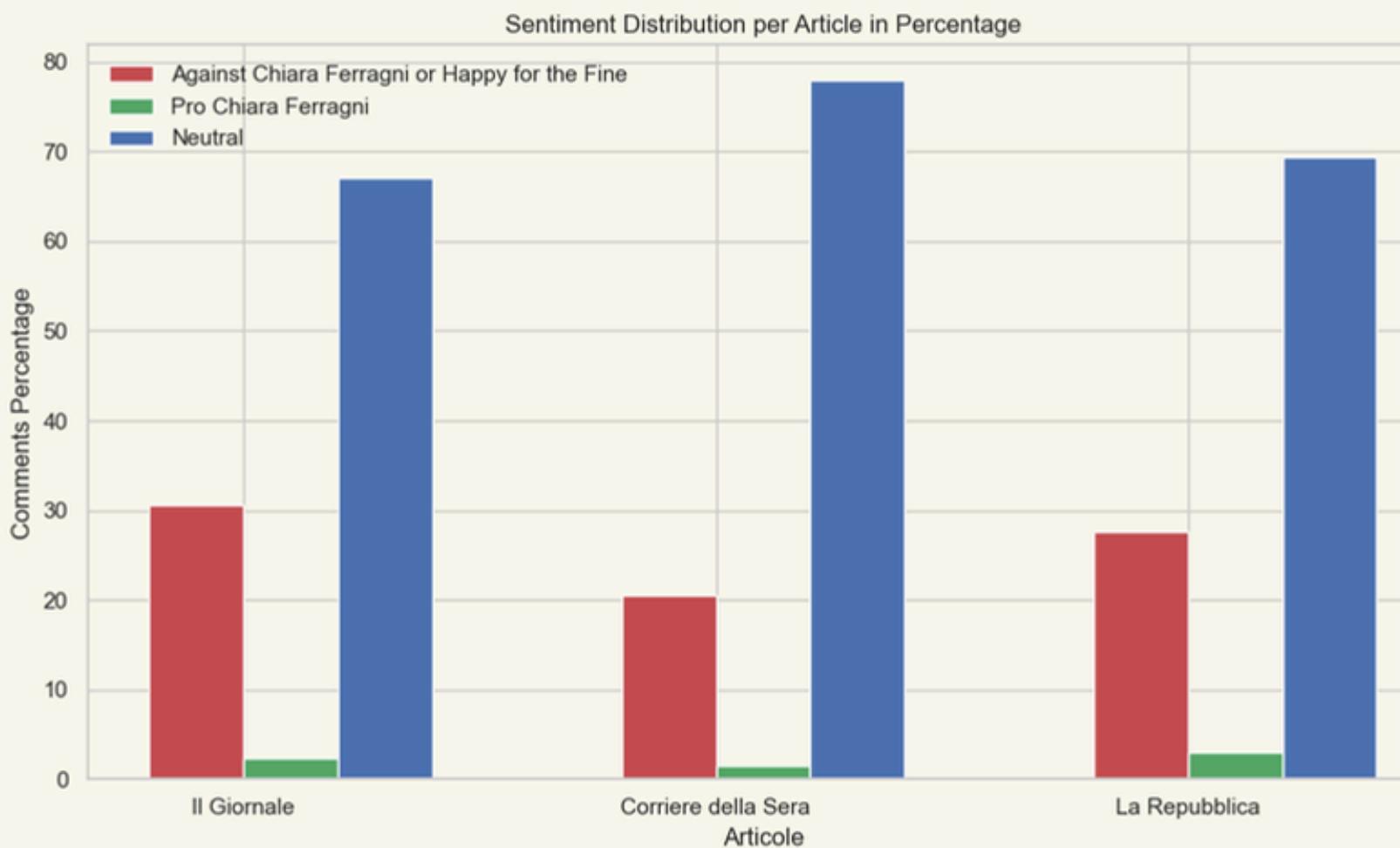
IG FAN SENTIMENT



- Positive sentiment before the scandal
- Peak in hating on the last post before the scandal
- Hating remains high on the famous 'Apology Video' 3 days after the Scandal
- Restricted comments until Fazio Interview
- Hating decreased almost at previous levels now

SENTIMENT ON OTHER MEDIAS

facebook®



Comments sentiment on 3 posts made in the day of the scandal by famous newspapers

sentiment	text
Pro Chiara Ferragni	L'eroina delle donne!
Neutrale	Si in buona fedez
Felice	GODO!
Contro Chiara Ferragni	È l'inizio della sua parabola discendente
Neutrale	Ora aspettiamoci la predica moralista...
Neutrale	Non è mica sempre festa.
Neutrale	Pochi!!
Contro Chiara Ferragni	Una vergogna...
Contro Chiara Ferragni	Fosse per me farebbe la fame.
Neutrale	Tutto in buona fede per le tue tasche carina

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Reddit

[Reddit's free APIs](https://www.reddit.com/prefs/api/)

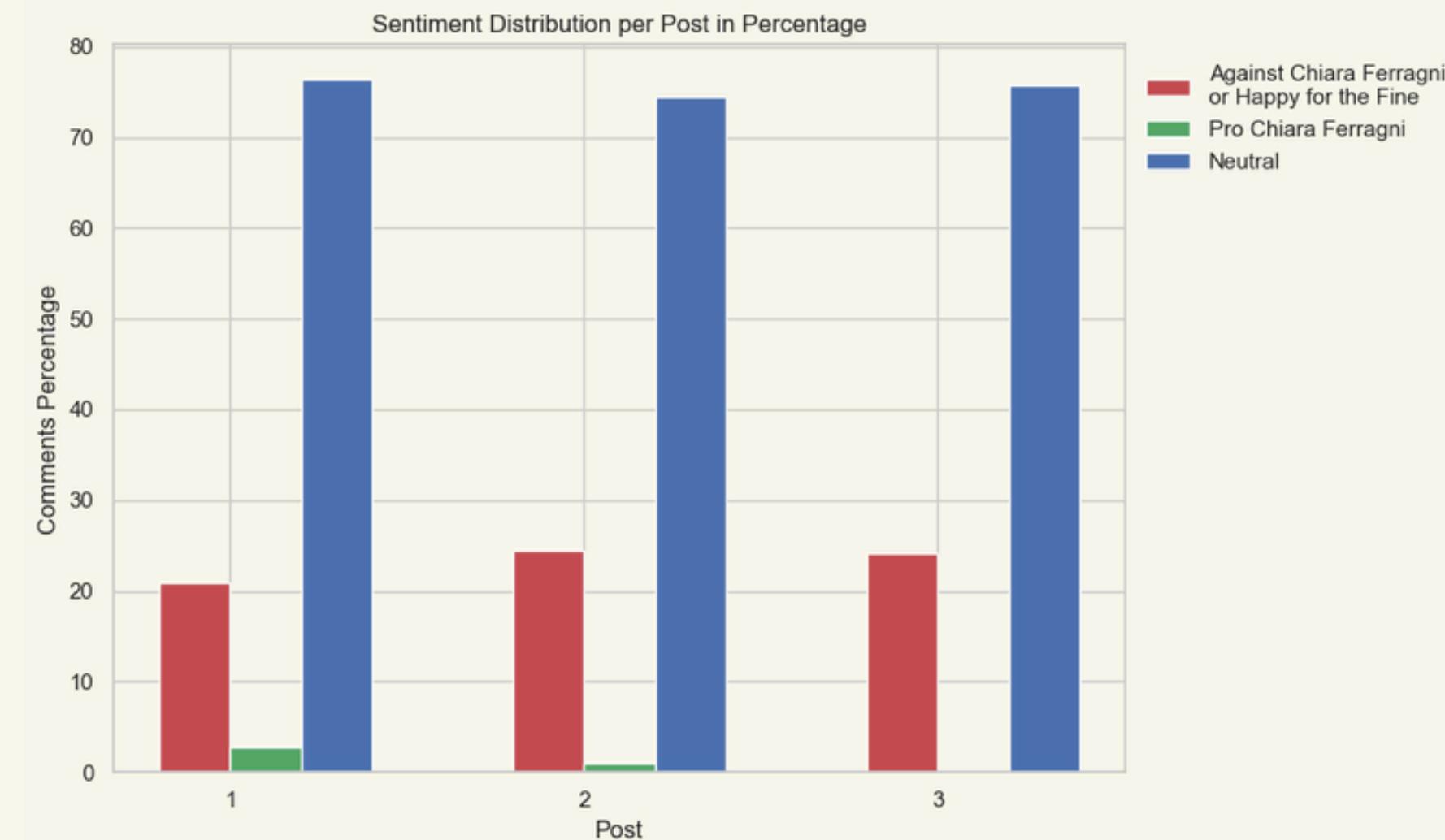
SENTIMENT ON OTHER MEDIAS

3 among the most commented posts on
the matter selected

Comment	sentiment
soltamente quando si fa una donazione si preferisce restare anonimi!	Neutrale
Essere poveri è uno stato economico, ma poveracci lo si è se nell'animo	Neutrale
Ora che è stata scoperta...ignobile davvero.	Contro Chiara Ferragni
Non so nemmeno chi sia	Neutrale
Che personaggio vergognoso	Contro Chiara Ferragni
Vabbè del resto lei è abituata a fare soldi sulle spalle dei bambini	Contro Chiara Ferragni
Godò come un riccio.	Felice
Ti dirò, domani mattina al bar prenderò cornetto alla Nutella e cappuccino	Neutrale
Sì ma finché non vedo la contabile del bonifico effettuato non ci credo.	Neutrale
Ricchi che cercano di comprare i fan coi soldi. Fanculo a loro.	Contro Chiara Ferragni



reddit



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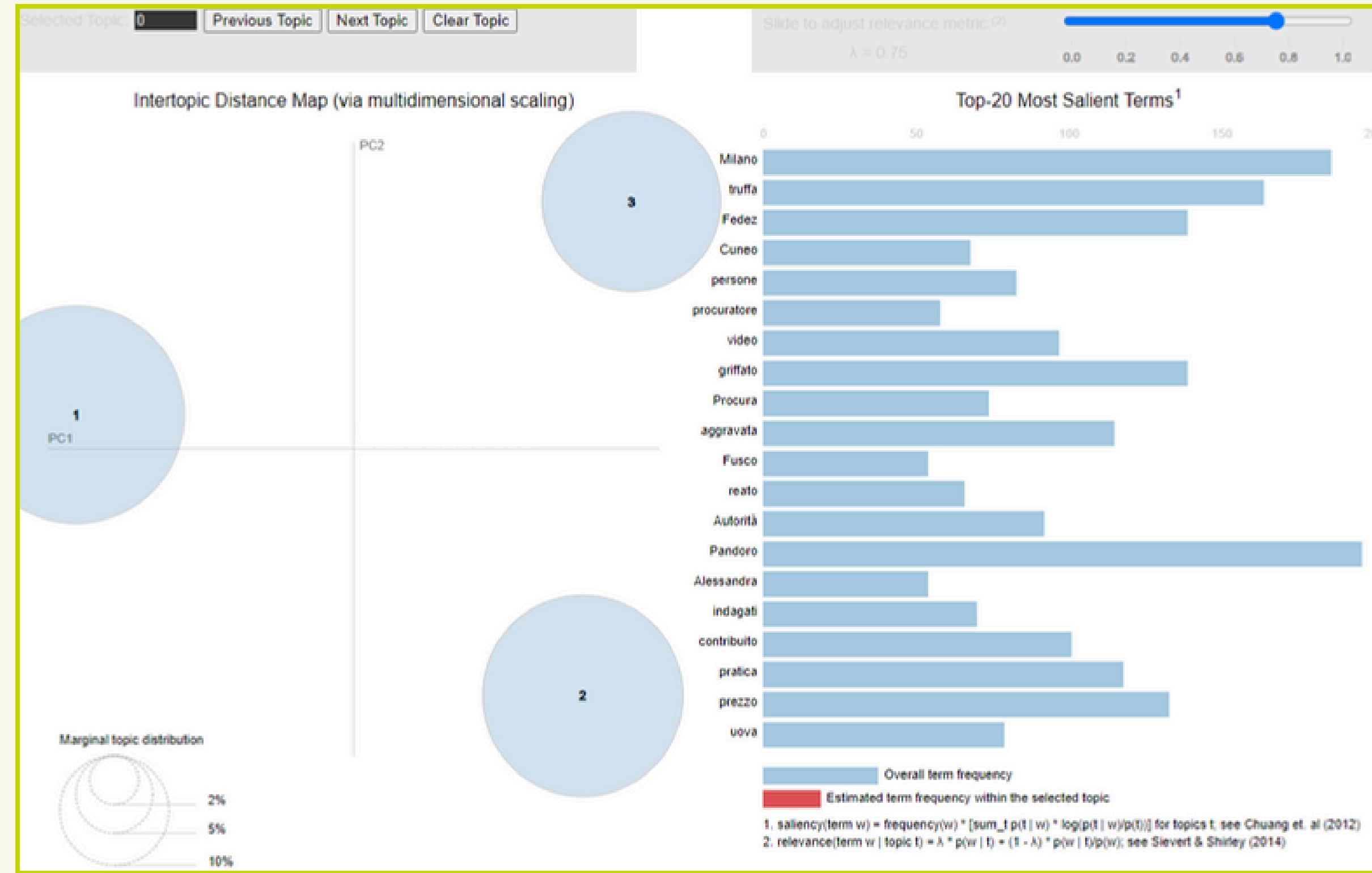
Reddit

[Reddit's free APIs](https://www.reddit.com/prefs/api/)

News Articles

News' urls were retrieved from Google News
and then analysed with Newspaper3k library

TOPIC MODELING FOR NEWS (LDA)



- 3 topics
- 20 passes
- $\lambda=0.75$
- Coherence value=0.65

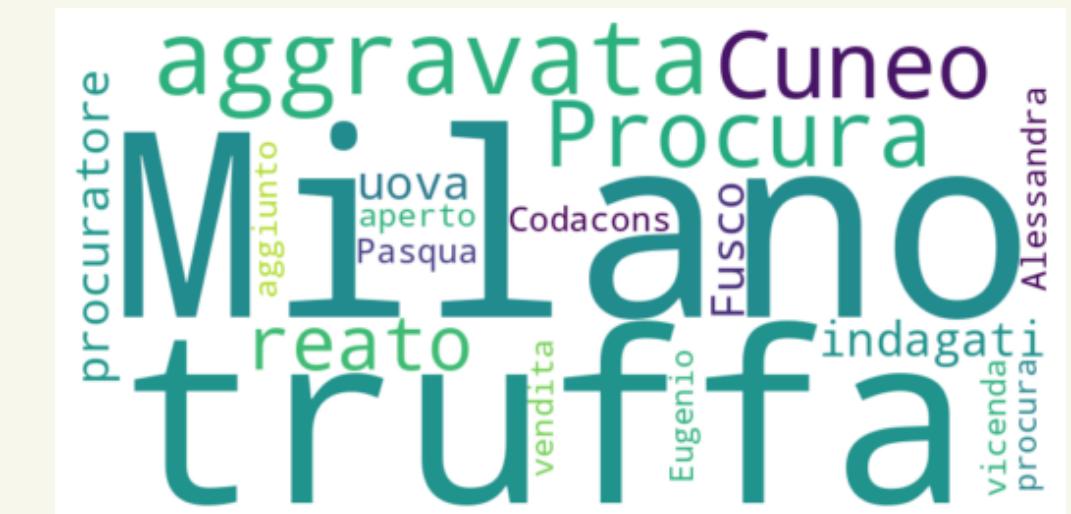
TOP 3 TOPICS WITH WORD CLOUDS



Commercial Topic



Social Media Topic

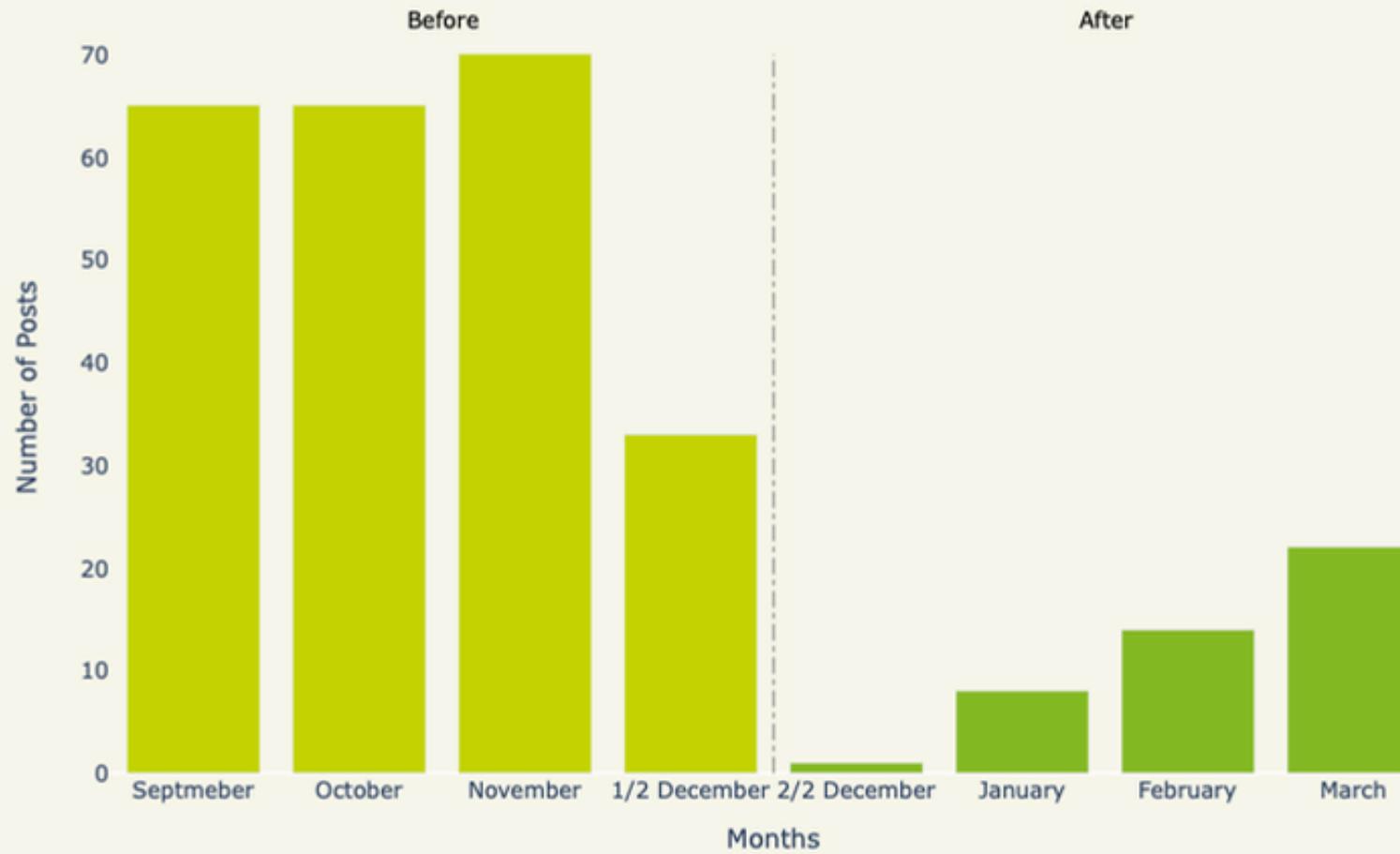


Legislative Topic



ECONOMIC IMPACT: FERRAGNI'S LOSSES

Number of Posts per Month



Money lost on adv posts



- 515K lost followers out of 29M
- Ferragni's silence strategy during crisis

- Engagement drop: 5.8% to 0.18%
- Fewer posts, lower earnings:
each adv post potentially earns €93K

What should Ferragni do?

Brand identity reconstruction

CONCLUSIONS

-  Instagram sentiment analysis showed a surge in negativity following the scandal, with a return to pre-scandal levels afterward.
-  Facebook and Reddit comments were predominantly neutral, with fewer positive comments compared to negative ones.
-  Newspaper articles found mainly 3 topics: commercial, social media, and legislative.
-  Chiara Ferragni's "silence strategy" resulted in follower and earnings loss, suggesting a need for brand identity reconstruction.

Recommendations:

- transparent communication
- active social media engagement
- careful brand management

**THANKS
FOR YOUR ATTENTION**

Q&A