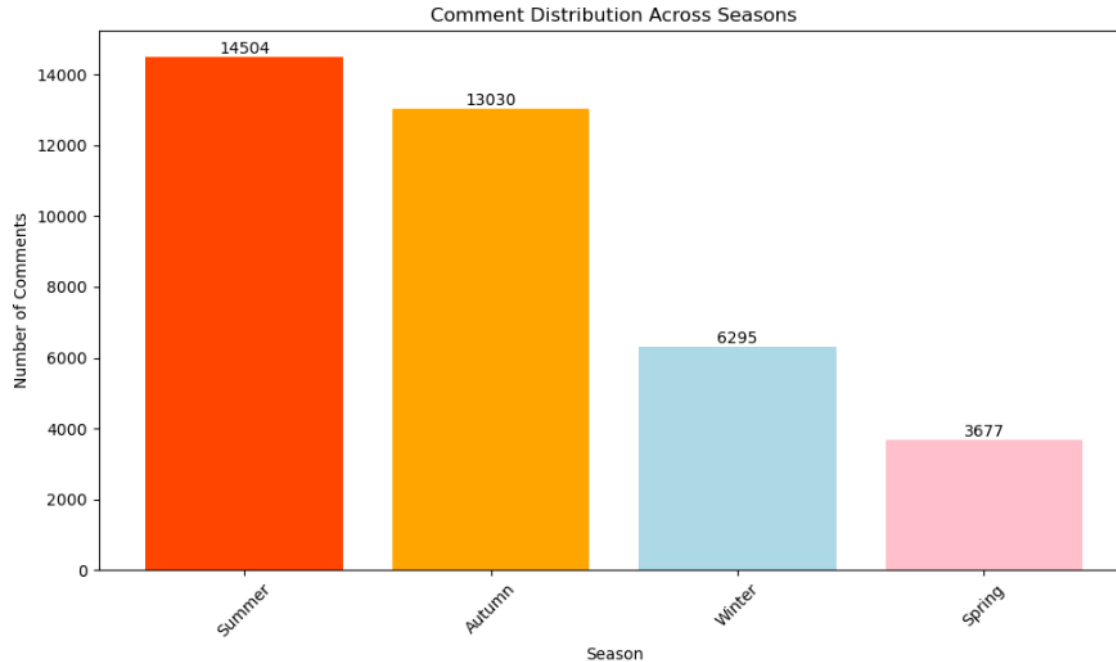


Introduction



- UNIQLO co. Ltd is a Japan fashion retail.
- Approximately 50 retail stores all around Malaysia.
- Lifewear philosophy, offers comfort and fit wear of different types of apparel for all ages of customers.
- Uniqlo products such as basic attire, seasonal attire, office wear and collaboration items attract different customer clusters
- Equipped with physical retail stores and online shopping platforms such as websites and mobile applications

Data Distribution



Data Source: from official page **UNIQLO My**
37,506 comments in **2024**

Summer: The highest number of comments (14,504), indicating peak engagement

Spring: The lowest engagement (3,677).



Total Unique User
27365

WordCloud- Hashtag



•**Top 3 Hashtags:** #uniqlo (~60 uses), #mylifewear, #simplemadebetter.

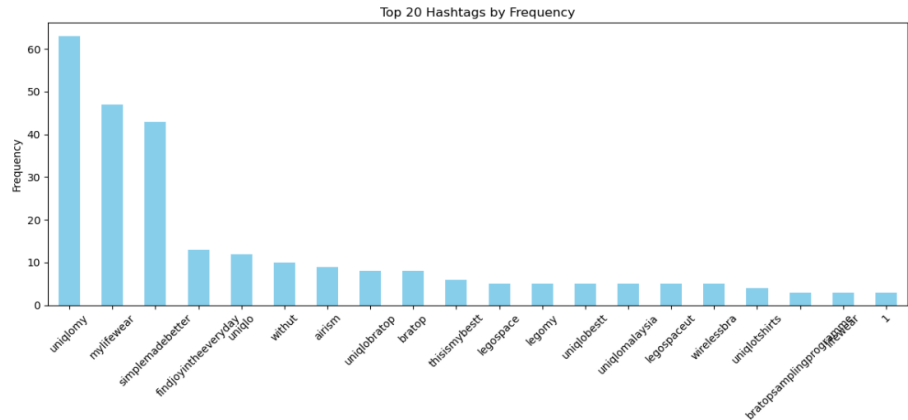
- Brand Representation:** Strong alignment with Uniqlo's identity and campaigns.

- Product-Specific Tags:** Includes hashtags like #withUT, #airism and #wirelessbra

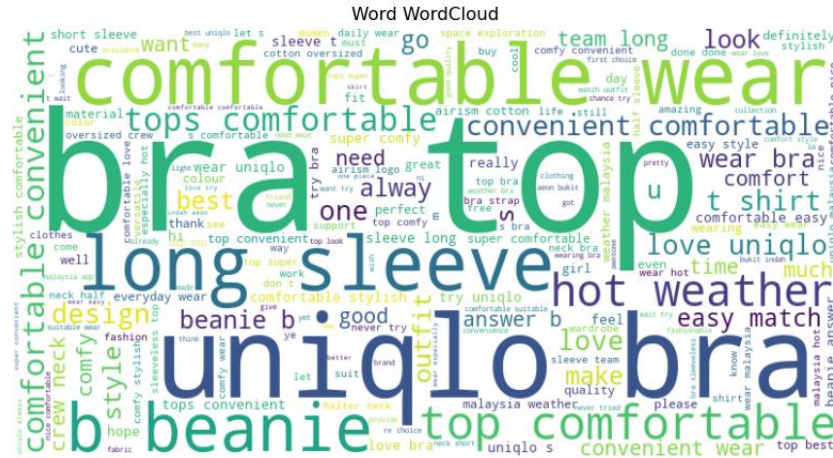
•**Most Prominent Hashtags:** #uniqlo, #mylifewear, #simplemadebetter, #findjoyintheeveryday.

- Brand Representation:** Strong alignment with Uniqlo's identity and campaigns.

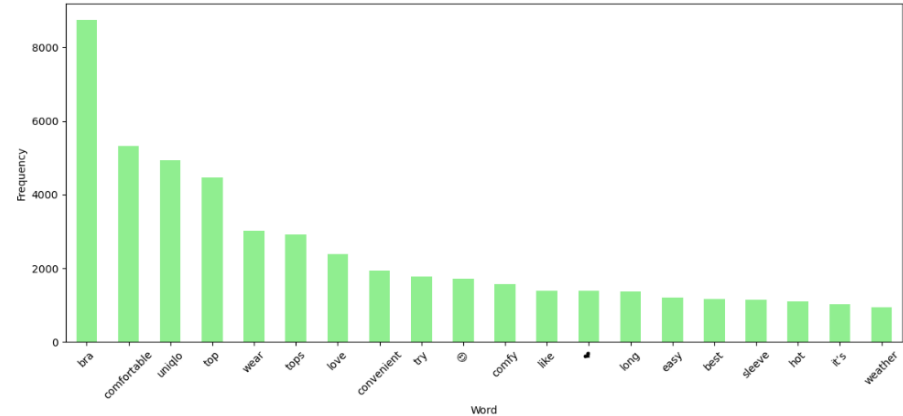
- Product-Specific Tags:** Includes hashtags like #airism and #wirelessbra



WordCloud- Comments

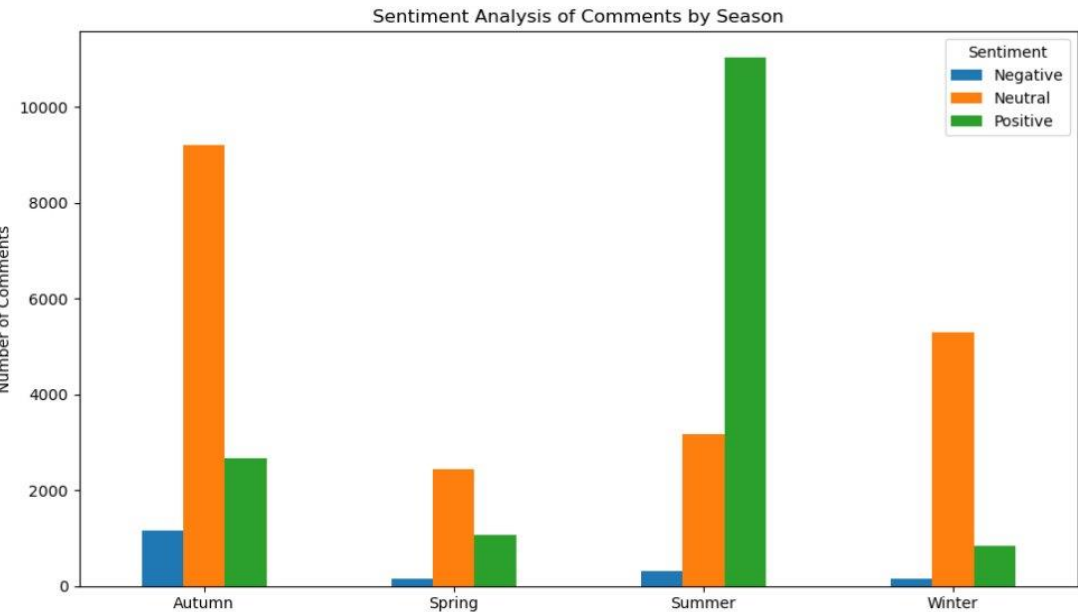


Top 20 Words by Frequency



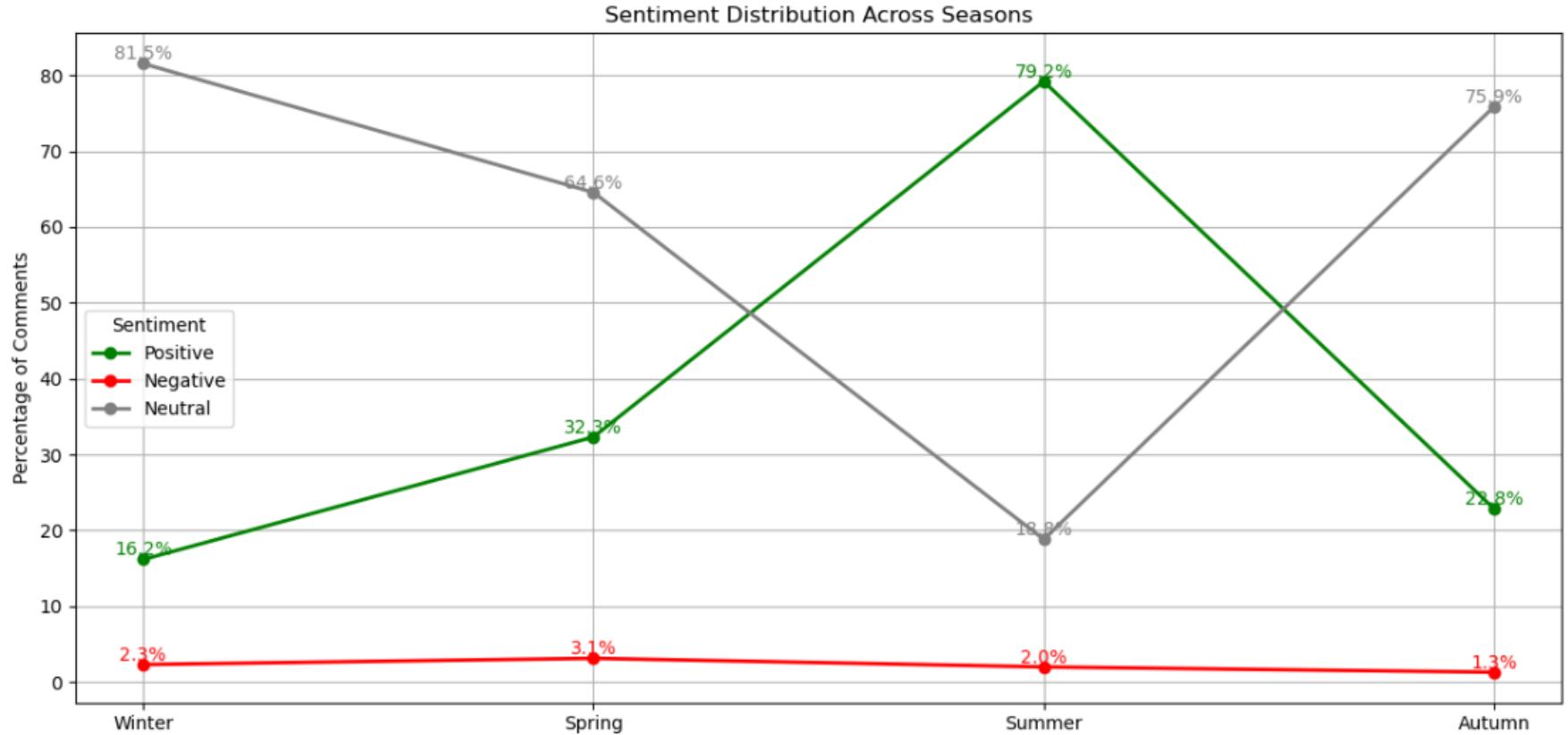
- **"bra"** (highest frequency): Likely tied to product-specific discussions or promotions.
- **"comfortable"** and **"uniqlo"**: Reflect positive brand associations and product satisfaction.
- Other frequently mentioned words include **"wear," "top," "love," "convenient,"** and **"easy."**

Sentiment Analysis



Time frame for the analysis	
Winter	December, January, February
Spring	March, April, May
Summer	June, July, August
Autumn	September, October, November

Sentiment Analysis



Sentiment Analysis

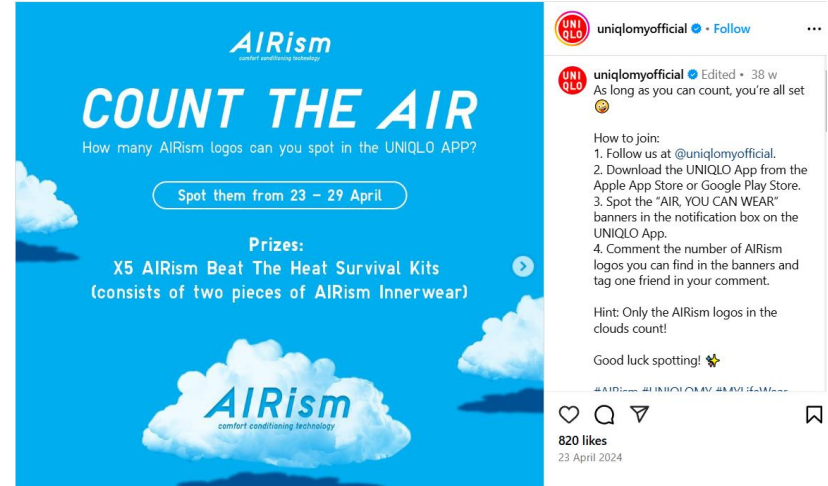
	Positive	Neutral	Negative
Winter	"great hacks! should try some gorpcore looks on this model shes fire"	"heyy, what size did you try"	'You are already stocking Spring Summer line when it is still Winter and I need to buy Winter clothes. Extremely inconvenient for customers'
Spring	"Love it and want it moree😊"	"Done AllHopefully can be Winne😊"	"no restock for C collection sweatpants & no jw anderson collection release??? Why 😞"
Summer	"Please do kids collection as well 😊"	"Can you bring back the monster hunter theme?"	'Stop creating so much waste'
Autumn	"My fondest memories is Disney, Its remind me of my childhood, love sitting infront of the tv"	'I'm Uniqlo fans! I always buy clothes from Uniqlo!	'I don't think you need heat tech or layers in Nobember... 😞 climate change, autumn not so cool anymore!"

Sentiment Analysis- Top post (positive sentiment)

	Season	Highest_Comment_PostId	Comment_Count	Average_Sentiment
0	Autumn	DAk-hkStQf1	6570	0.511628
1	Spring	C6Gap_3SGo9	512	0.397320
2	Summer	C-SLsyVtxvn	11192	0.715911
3	Winter	C3pNLNipVo9	1526	0.439024



Autumn




Spring

Sentiment Analysis- Top post (positive sentiment)

BRA TOP SAMPLING PROGRAMME

CLAIM A FREE BRA TOP!



Halter Neck Bra Sleeveless Top

American Sleeve Cropped Bra Sleeveless Top

Fill out the Google Form at the link in our bio to sign up for our sampling programme.

uniqlomyofficial • Follow

uniqlomyofficial Edited • 23 w
[SUBMISSIONS CLOSED DUE TO OVERWHELMING RESPONSE]

Our sampling programme is back! 🌟
Get a FREE Bra Top and experience comfort and style firsthand.

How to join:

1. Follow @uniqlomyofficial
2. Drop a comment and share what's your thoughts on bra tops.
3. Go to our bio and find the link to "Bra Top Sampling Programme" Google Form.
4. Complete the Google Form with your details.
5. You'll be notified via email by 15th August if you have been selected. And that's it — we look forward to hearing from you about your experience!

8,732 likes
5 August 2024

Summer

Wireless Bra (3D Hold) Sampling Programme

Girrrl, You've Got My Support!



Updated features

Get a **FREE Wireless Bra (3D Hold)**
for you and an important woman in your life who has supported or inspired you.

*T&Cs apply. Selected participants will receive an email from UNIQLO Malaysia.

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[Submission Closed - WIRELESS BRA (3D HOLD) SAMPLING PROGRAMME]
Share your love and appreciation for an important woman in your life with our Wireless Bra (3D Hold). Nominate a female friend or family member to receive this updated Wireless Bra (3D Hold) for both of you!

How to join:

1. Tag a female friend or female family member in the comment section as your nominee.
2. Go to our bio and find the link to "Wireless Bra Sampling" Google Form.
3. Complete the Google Form with your details and your nominee's.
4. You'll be notified via email by 29th Feb if you and your nominee have been selected!

1,439 likes
22 February 2024

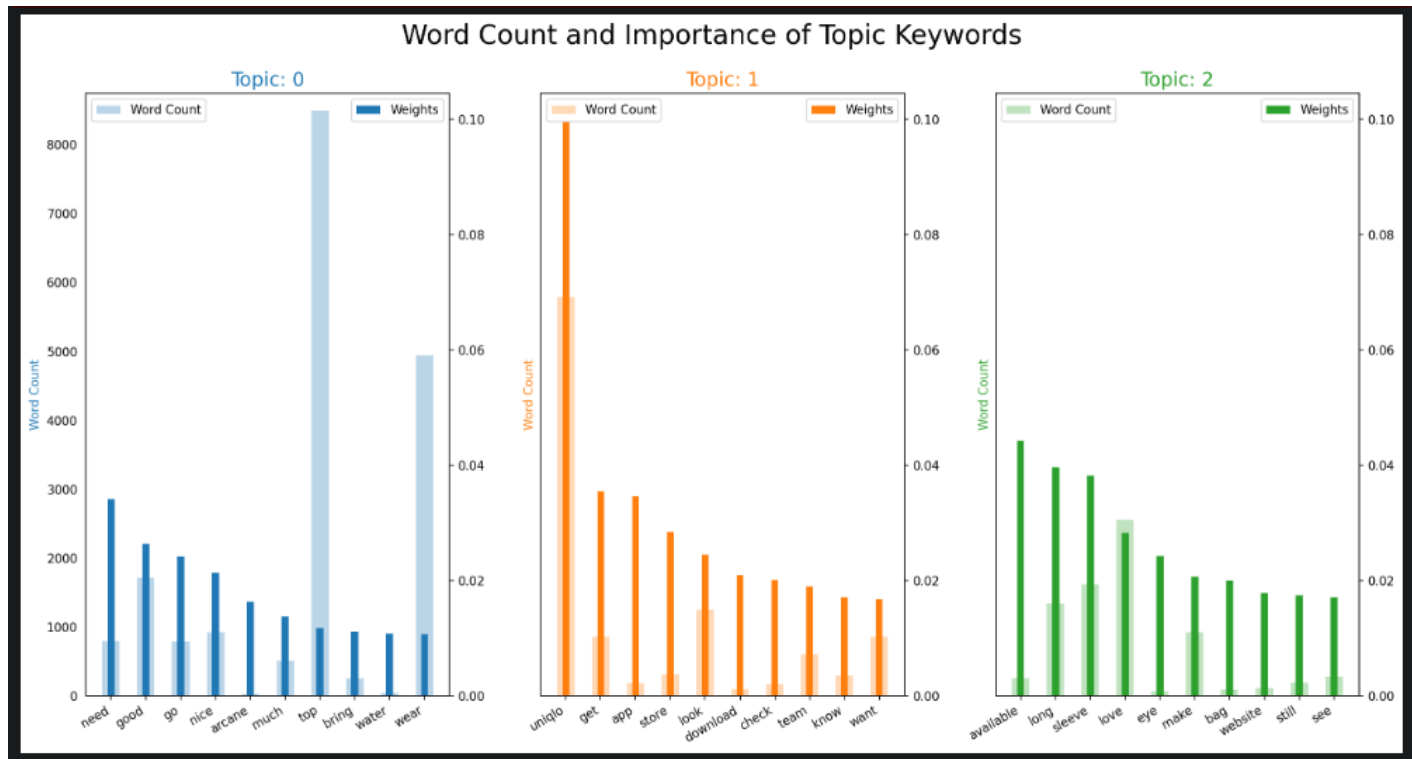
Add a comment...

Winter

Insights from Sentiment Analysis

- ❑ **Free Sampling Campaigns:** Offering free products, such as bras or bra tops, consistently drives high engagement. People are drawn to try new products without cost, making these posts highly interactive.
- ❑ **Interactive and Gamified Content:** Posts like the AIRism "Count the Logos" contest engage users with fun challenges and tangible rewards, encouraging comments and participation.
- ❑ **Seasonal Relevance:** Content tailored to specific seasons, like breathable AIRism for spring or comfortable tops for summer, resonates with audiences' immediate needs and drives engagement.
- ❑ **Emotional Appeal:** Campaigns that connect personally, such as nominating someone special in the Wireless Bra (3D Hold) winter campaign, encourage users to share meaningful stories, fostering deeper interaction.
- ❑ **Clear and Engaging Call-to-Actions:** Simple steps like **tagging** friends, filling out forms, or commenting specific answers make it easy for users to participate, increasing the likelihood of engagement.

Popular Topic in 2024

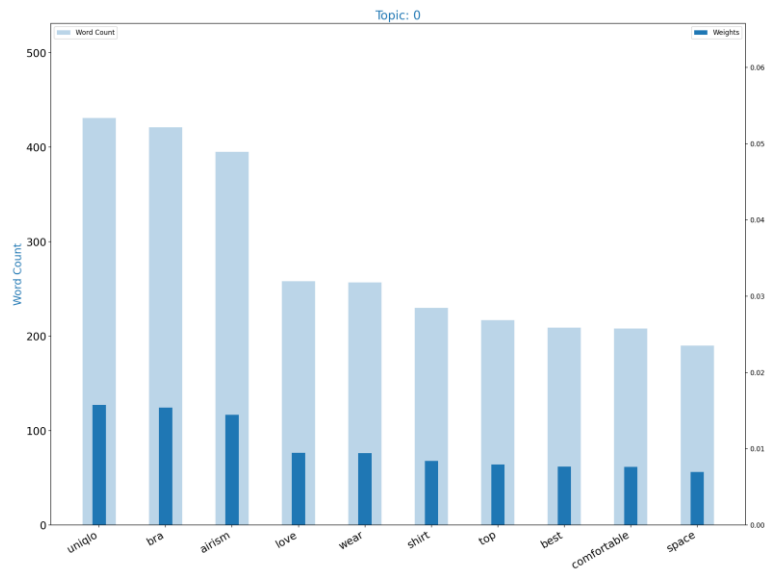


Popular Topic in 2024

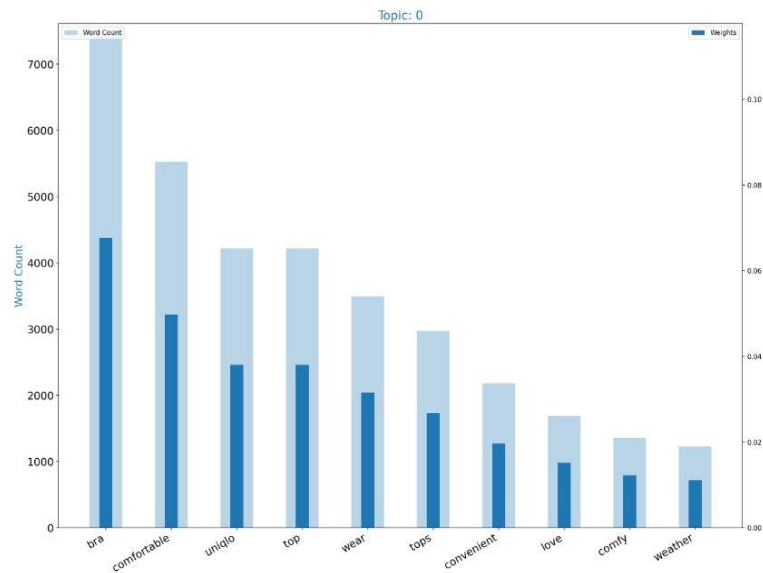
Topic	Words
1	Need, good, go, nice, arcane, much, top, bring, water, wear
2	Uniqlo, get, app, store, look, download, check, team, know, want
3	Available, long, sleeve, love, eye, make, bag, website, still, see

Topic by Seasonal

Spring

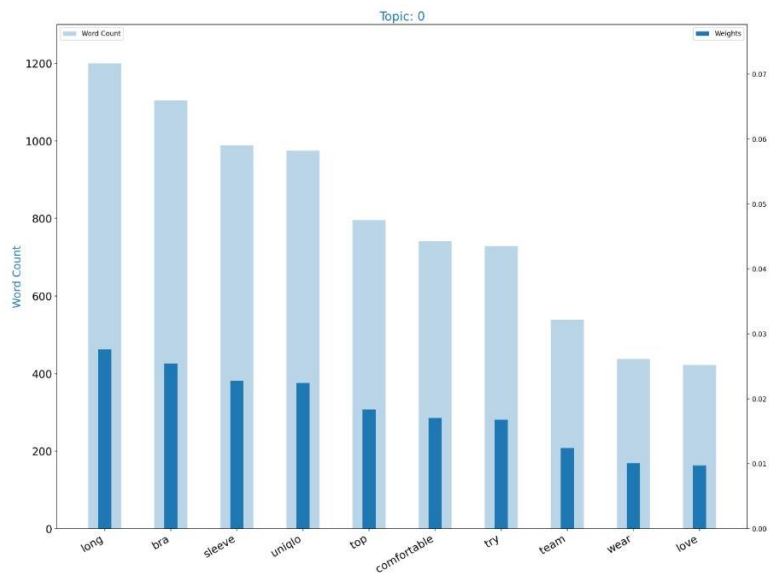


Summer

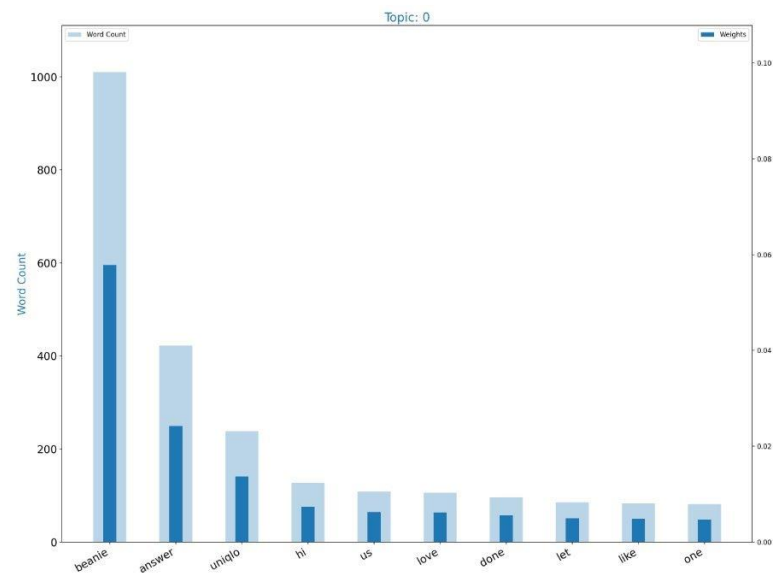


Topic by Seasonal

Autumn



Winter



Insights from Topic Modelling

- Topic related to 'bra' and 'top' highly mentioned regardless of season.
- The woman inner wear product are popular and highly mentioned in Spring and Summer. Customer preference to Uniqlo product are more related comfort and convenient wear in Summer.
- Compared between AIRism and HEATTECH product, AIRism product are preferable in Malaysia in Spring season
- As the weather transiting from spring to winter, long sleeve apparel has been mentioned more in the comment in Autumn season
- Audience urged for answer reveal when there are contest or giveaway introduced by UNIQLO in Winter