

**The Relationship Between Words in Captions of Advertisements Posts on Instagram and
The Spike in Searches on Google**

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INTRODUCTION

Advertising is “the activity or profession of producing advertisements for commercial products or services” (Oxford Language 2020). The patterns of where advertisements are displayed have changed as society focuses more on social media. Advertisements used to be in newspapers and telephone books predominantly; however, as society became more advanced with technology, more advertisements are now featured on social media in the form of a social media post on the company's account. Social media is catching on to this trend of businesses moving towards social media to advertise their products, and it has led to the increase of analytical tools to see how well advertisements are performing. Because of this, marketing products through advertising posts on social media have created a new branch of marketing: Social Media Marketing.

Social Media Marketing “refers to the use of social media and social networks to market a company’s products and services”(Hayes, 2022). Effective social media marketing can increase brand awareness, boost website traffic, provide faster and easier content distribution, and accelerate interaction with the target audience, industry, marketplace, and competitor insights (Send Pulse, 2019). One measurement of effective social media marketing is how much engagement a post obtains. Engagement on social media is the measurement of how many people are interacting (commenting, sharing, saving, mentioning, and liking) with social media posts (Eckstein, 2021). In order to increase engagement, companies can share interesting content, such as sharing eye-catching videos and photos.

However, how much can sharing photos and videos increase engagement if everyone on social media is doing the same thing? Because of this, the rising interest in how to formulate

captions of posts has been an increasing trend. Captions, a short description of a post, are another way to increase engagement with social media users. However, since captions are unique posts to post, it causes the question to arise what words should be in the captions in order to garner users' attention. In this paper, the researcher examines the history behind advertising and marketing, what social media is, and the increasing use of social media marketing in order to form the question, "What relationship do words in the caption of Instagram posts that advertise products have on the interest of a product's web searches on Google over time?" With background information, the researcher believes that if words in the caption appeal toward the product have a discount (indicating a sale, something being free, or a certain percentage off of the price), the advertisement post on Instagram will be associated with a spike in searches. Furthermore, the researcher uses trend analysis to obtain data and content analysis in order to conclude correlational data to this question.

LITERATURE REVIEW

History of advertising

In the pre-digital age, advertisers had limited sources to use in order to communicate with their customers. Before the 1700s, advertisers relied on word of mouth in order to spread their messages to consumers (Joshi, 2022). While this method did get the point across to the consumers, it was not time-efficient. In 1704, the first advertisement in the United States was posted in a newspaper, marking a new era of advertising (Hinchen, 2013). This era of advertising included using prints and posting advertisements on posters, billboards, and newspapers in order to promote a product indirectly to consumers (Joshi, 2022). With the introduction of radio

stations and televisions, this new type of advanced technology advertisements around the United States caused advertisements to feel more personalized, sparking the Golden Age of Advertising, where companies utilized this new technology in order to create advertisements to communicate a brand's uniqueness while engaging their target audience (Joshi, 2022). Advertisements become more advanced when society is introduced to the internet. With the power of the internet, companies can now send spam messages to consumers and create banners to be posted on top of websites, leading the World Wide Web to become a place where companies would advertise products to consumers in their homes (Lemonlight, 2019). In addition, the introduction of the internet allows advertisers to track responses in order to see how effective their advertisements are, leading to marketing, the process of identifying customer needs and determining how best to meet those needs (AMA, 2022), being able to be used efficiently due to the introduction of online tools.

Introduction To New Marketing Techniques

In 1994, Yahoo became the first website to introduce the concept of pay-per-click advertising (Tynan, 2018). Pay-per-click advertising is “ a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked” (Localiq, 2022). Essentially, companies using this can see what components, such as keywords and captions of the posts, are working efficiently by seeing how many people click on the ad. Now that companies are able to use these tools for marketing their products, it leads companies to customize advertisements to reach target consumers, leading to effective marketing. Not only this, but these tools such as pay-per-clicks have evolved in a way that has led to more advantages for marketers to analyze

how well their advertisements are doing on different platforms other than websites, leading to the introduction of these types of marketing techniques on social media.

Social Media and its Interactions

From pop-up ads to pay-per-click models, each leap forward in marketing tools has brought this field closer to absolute industry supremacy – social media content marketing (Lemonlight, 2019). Social media is the “websites and applications that enable users to create and share content or participate in social networking” (Oxford Languages, 2020). Through social media, interactions between people in what they create, share, and exchange information has gained popularity (Tufts, 2021). In 2005, only 5% of U.S adults used at least one social media site, and in 2021, it increased to about 72% (Pew Research Center, 2021). Similarly, an increase in the percentage of social media users can also be seen in the number of Facebook users. In 2008, Facebook covered 1.5% of the world population, and in 2018, Facebook covered 30% (Ospina, 2019). This growth of social media users, caused by the human impulse to communicate, which is fostered by technological advances (Maryville University, 2020), has allowed social media to be used for various purposes other than sharing photos and virtual communications. It causes larger entities such as politicians, environmentalists, and entrepreneurs to join, causing social media to play an essential role in our society, impacting our culture, economics, and the overall view of the world (Amedie, 2015). With the substantial increase in social media users, it does not come as a surprise that many companies have started to embrace social media as a way to gain potential buyers by advertising on different social media platforms such as Facebook, Twitter, Instagram, Snapchat, Tiktok, etc (Appel et al., 2019). Businesses not only use social media to communicate information, but they can also generate

business value by building customer loyalty, raising customers' awareness of brand image, predicting customers' preferences, facilitating information flow, creating customers' intimacy, and raising revenue (He et al. 2013). And because of this, marketers are turning to social media in order to advertise their products through social media posts; this is known as social media marketing.

Social Media Marketing

Social media marketing provides a way to engage with existing customers and reach new ones while promoting desired information (Hayes, 2021). In addition, social media can help businesses connect with their customers, increase awareness about their brand, and boost their leads and sales. Because of these benefits, 92% of businesses use social media in order to market their products and services and brand discovery happens through social media 52% of the time (Beveridge, 2022). Not only this but, among the ages 18-29, 49% of customers usually buy what is advertised to them on social media (Beveridge, 2022), causing social media to be a beneficial platform for advertisements to be posted on. There are two types of social media marketing. One type involves a person with a significant following on social media promoting a business's product, and in return, the business will pay the influencer back. The second type of social media marketing that will be dealt with in this research will be advertisements posted on official brand accounts that allow consumers to see what products the company offers.

Instagram

There are many types of social media apps out there; however, this research paper is focused on the social media platform called Instagram. Instagram is a free photo and video

sharing app where people can upload photos or videos and share them with their followers or with a select group of friends. Users can also view, comment, and like posts shared by their friends on Instagram (Instagram Help Center, 2019). In June 2018, Instagram reached 1 billion users; however, as of December 2021, Instagram reached a new milestone of 2 billion active users worldwide (Statista Research Department, 2022). And because of this growth in users in the app, it allows for businesses to have a considerable outreach all in one app, allowing for their advertisements to reach many consumers simultaneously. With advertisements, marketers can now reach a large group of their target audience as Instagram shows users advertisements that the user would be interested in through the previous posts the users interact with. With the rise of Instagram, there has also been a rise in the importance of Instagram captions.

Pictures posted on Instagram can only go so far in increasing engagements with users. Because of this, it causes Instagram captions to become a rising trend in importance as Instagram captions allow businesses to reach more people and engage with them (Idayi, 2022). In addition, Instagram captions are also very influential because it allows businesses to expand their influence and encourage greater engagement from Instagram users (Wai, 2020). The more a company can engage with a consumer, the more likely the consumers are going to see them again because of Instagram's algorithm (Wai, 2020). Because of this, businesses need to make sure that their Instagram captions are effective in creating engagement with the consumers so that consumers will see their business again, in the hope that the consumer will buy from the business in the future. Businesses can do this by analyzing what specific words in their captions are working and engaging with their audience.

GAP IN LITERATURE

With all these topics and definitions just explored, there are two things in which there is no study done yet. First, it involves using Google Trends, an application created by Google in order to provide data and graphs on the popularity of search terms used on Google. This application will be used to see if there's an increase in searches over time of the product advertised on social media, and from here, this information will be able to help see what words are most frequently used in the Instagram caption from advertisers. As this hasn't been explored yet, the research question becomes "What relationship do words in the caption of Instagram posts that advertise products have on the interest of a product's web searches on Google over time?" The researcher believes that if words in the caption appeal toward the product have a discount (indicating a sale, something being free, or a certain percentage off of the price), the advertisement post on Instagram will be associated with a spike in searches on Google. The researcher concluded this hypothesis from the central consensus that customers are more willing to buy because they know they're not putting as much money on the line to get the same product that initially had a higher price.

METHODOLOGY

Introduction

The researcher used trend analysis and content analysis to answer the question "What relationship do words in a caption of an Instagram advertising post have on the spike of interest in web searches?" Together, these methods allow finding a trend in the interest of a product on Google over time and analyzing frequent words used in captions that are associated with spike a product's searches.

Research Method

The methods the researcher used was trend analysis and content analysis. Trend analysis “summarizes patterns over time in the data to show the direction of change” (Chao et al., 2018). In this study, the product advertised through an Instagram post is searched on an application called Google trends to see the direction of change in searches before and after the Instagram post. The direction of change the researcher is examining is a large upward and downward movement that happens in a short period of time: this is also known as a spike in data. Content analysis “is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data”(Content Analysis Method and Examples | Columbia Public Health, 2012). In the context of this study, the researcher used the method twice in order to analyze data. First, it was used to find what brands on Instagram to use in the research and secondly used to see what words are mentioned the most in advertisement posts. Trend analysis was one of the methods the researcher chose to fill the current gap in the literature and visibly see whether or not there was a spike in the line graph on the day the advertisement was posted on Instagram. Content analysis was chosen to take verbal, qualitative data and transform it into quantitative data as a form of analyzing the data obtained through trend analysis. As the data the researcher will conclude through these two methods will be correlational, it will help find relationships between disparate events and patterns that reveal a common thread between the two factors.

Research Design

The research design used in this research paper is correlational. Correlation research design “investigates relationships between variables without the researcher controlling or manipulating any of them” (Bhandari, 2021). Since there are numerous uncontrollable variables, such as what time the advertisement post was posted and how much money was paid to boost a specific advertisement, isolating one variable while conducting the research was not able to be done in the given time frame. Because of this, this the correlational research design is the most appropriate to conduct data for the research paper as the researcher does not need to control the variables too much; instead, the researcher can make conclusions based on the relationship between the two variables. In the context of this study, the two variables are the words in a caption of an advertisement post on Instagram and the spike or no spike in searches of the product advertised in the post.

Participants and Setting

The participants in this study are verified brand accounts on Instagram that are posting advertisements about their products. Verified brand accounts were used because these brand accounts are the authentic presence of the brand it represents (Verified Badges | Instagram Help Center, 2019), allowing the researcher to get accurate information about the brand instead of unreliable information from unverified accounts. As well, the researcher used verified brand accounts that were also considered to have a good presence on Instagram. Because of this, it leads for a researcher to have a good participants group as these verified brand accounts have at least some experience with using social media marketing since they are considered to have a good presence on Instagram. All information dealing with advertisements posted about a business's product was made from the business's official account. As this information is posted

publicly on social media, the violation of private information was not present. This research was conducted online, and there was no particular setting required for the research's success.

Instruments

Throughout gathering information, collecting data, and analyzing the data, a laptop was used to keep all information organized online. The researcher also used Google Trends to see if there was a spike in searches of the products the day the advertisement was posted on Instagram. Google Trends is an application created by Google in order to provide data and graphs on the popularity of search terms used on Google (Google Trends, 2022). Using this application allows seeing how frequently the product being advertised was entered into Google's search engine in relation to the total volume of searches over a given period of time through a line graph. Using this application gave the researcher the data on how many advertisements posts were associated with a spike and how many were not. The researcher also used Google Sheets in order to organize information obtained from the ten websites and used the software on Google Sheets called "column sats" to see what Instagram brand accounts to use. Google Sheets was also used to organize the data resulting from the use of Google Trends. Afterward, the researcher used a website called "Text Analyzer" by Online-Utility.org. This website allowed the researcher to insert words from the captions into the application in order to see which words had a higher percentage in each category. From here, the data was analyzed to see which words were associated with a spike in searches and which were not.

Procedures

To conduct this research, the researcher processed three major stepped approaches. In order to first find the Instagram accounts the researcher analyzed through trend analysis, the researcher first had to use content analysis. The researcher researched 10 different articles under the Google search “retail brands with the best presence on Instagram in the United States.” These brands that have the best presence on Instagram were specifically sought because this indicates that these brands know what they are doing in relation to marketing their products on Instagram. The researcher inputted each brand mentioned on each website on a cell (box) on Google Sheets as seen in Appendix A. The researcher was then able to use the software in Google Sheets called “column stats” to see the frequency of what companies were mentioned the most. In the research, all the Instagram accounts that had two or more frequencies in the list were used in order to have more data to collect, in return having more validity to the results.

Next, the researcher searched each product advertised through an Instagram post on Google trends to see the direction of change in searches the day before and after the Instagram post. The direction of change being examined is a large upward and downward movement that happens in a short period of time: this is also known as a spike in data. Google Trends was used to see how frequently the product being advertised was entered into Google’s search engine in relation to the total volume of searches over a given period of time through a line graph. The day the advertisement was posted on Instagram, it showed if there was a spike in the line graph or not. If it was one big spike for the whole day with little to no ups and downs in the line graph, that was considered a spike. However, if there were multiple spikes in one day, the researcher took the average of each point for the day it was posted and the day before. If the average was bigger than the day's average before, it was considered a spike.

Data Analysis

Analyzing the trend of popularity in searches through a line graph led to categorizing two different groups of advertisement posts on Instagram: posts associated with a spike and posts not associated with a spike (Appendix B and Appendix C). From here onwards, content analysis was used to quantify the repeating presence of certain words in the captions of the advertisement post's respective categories. This method of analysis was chosen to link together categories made from the results collected from the trend analysis with the words that are seen the most frequently in each category. The website "Text Analyzer" by Online-Utility.org allowed the researcher to insert words from the captions into the application to see which words had a higher percentage of occurrence in all of the posts in each category. This application was used because it specifically and efficiently showed the most frequent phrases and words. Before allowing the application to analyze the text, emojis, hashtags, and @ symbols were taken out because these factors also influence the engagement with users on Instagram. Since this would hinder the results, they were deleted in order to isolate one variable, which in the case would be words, that would be associated with a spike/no spike on searches on Google. From here, it was apparent to see what words had an impact on the respective category it was in, thus finding out what words had a strong or weak correlation with the spike in searches on Google.

Role of Researcher

The researcher had the role of analyzing trends to get data to organize two categories and analyze this data to find positive or negative correlations between words in captions of advertisement posts on Instagram and the spike in searches the product had on Google. The main priority of a researcher is to ensure the results are significant and valid; therefore, the researcher

has precisely monitored the data, ensuring only essential data points are being analyzed. By doing this, the researcher verifies biased sources and insignificant data, allowing for accurate data throughout data collection. The researcher also tried to keep variables as constant as possible by collecting all data in a week span, so that time would not be too much of a variable in collecting the data. Finally, the researcher has a role to find relationships in the results and evaluating the implications and limitations of the study conducted.

Results

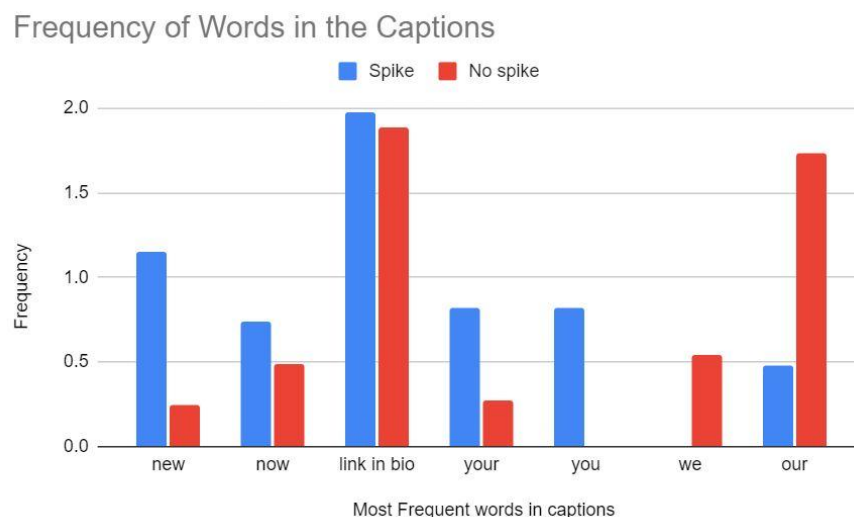
Utilizing certain special tools, a frequency analysis was conducted in order to find the most frequent words and phrases that were not articles of the English language; words such as “a”, “an”, “the”, “that” etc, were excluded from the results below. The articles of the English language were not essential data; hence, they were deleted in order to highlight the words in the results below, as these words mean more in relation to the association to a spike/ no spike than the articles of the English language would. The top phrases and words that resulted from the data analysis were “link in bio”, “new”, “now”, “you”, “your”, “we”, and “our”. As these are the top phrases and words out of all the phrases and words in the captions of advertisement posts on Instagram that had the most repeated occurrences, it shows a pattern in the data that these words are important when it comes down to the association with a spike or no spike in searches on Google.

Findings

The phrase “Link in bio” had a frequency of 1.97 for the category of Instagram posts that were associated with a spike in searches. Similarly, the category that was not associated with a

spike in searches had a frequency of 1.88 for the phrase “Link in bio”. Words such as "new" or "now" had a frequency of 1.15 and .74 respectively, for posts associated with a spike in searches. However, "new" and "now" had a lower frequency of .25 and .49 respectively, for posts associated with no spike in searches. Words in a second-person point of view, such as "your" and "you," both had a frequency of .82 in the category associated with a spike in searches. However, in the category that was not associated with a spike in searches, the words “your” and “you” had a frequency of .27 and 0, respectively. Words in the first-person point of view such as “we” and “our” had a frequency of .5 and 1.73 in the category that had words that were not associated with a spike in searches compared to the lower frequency of “we” and “our” at 0 and .48 respectively in the category of words that were associated with a spike in searches. These findings have been a result of using trend analysis and content analysis. Trend analysis helped the researcher find the results of what captions of advertisements posted on Instagram had a spike in searches and which captions of advertisements did not have a spike, leading to the creation of two categories. From there, the use of content analysis helped to find which words from each category were used most frequently by analyzing the data concluded from the trend analysis.

Graph 1: Frequency of Words in the Captions



Implications

The implications of the study included what words have been associated with a spike in searches, words that have been associated with a neutral effect, and words that have been associated with no spike in searches. A similar percentage between the common phrase "link in bio" used in spike and non-spike Instagram captions helped me conclude that this phrase could be associated with both categories. The positive correlation with the words such as "new" "now" "your" and "you" under the category with words associated with a spike compared to the negative correlation for the same words under the other category helped me conclude that "new" "now" "your" and "you" are associated with a spike in searches. The positive correlation with the words such as "we" "our" under the category of words that do not associate with a spike compared to the negative correlation for the same words under the other helps me conclude that "we" and "our" are associated with no spike in searches. From this, the data concludes that words implying time sensitivity such as "new" and "now" as well as words that are in second person point of view such as "your" and "you" have strong positive correlation with the posts that had a spike in searches on Google. On the other other, words that are in first person point of view such as "we" and "our" have strong positive correlation with posts that did not have a spike in searcher on Google.

Limitations

After discussing the inquiry results, it is essential to examine the limitations of the research concluded. The first limitation in conducting the study was that Google Trends could not yield enough data to produce a trend for some products. This occurrence meant that some

products that companies were advertising were not searched up enough on Google to produce data to conclude the trend of searches. Because of this, it could not be concluded if the Instagram post had a spike or no spike in interest in web searches. So, some Instagram accounts, such as Recess and Haus, couldn't make data to be analyzed for research, causing these accounts to be disregarded when it came down to concluding results. Another limitation was some Instagram accounts had multiple influences on Instagram. For example, brands such as Huda Beauty, Calvin Klein, Versace, and Victoria Beckham, had multiple influences. Creators of these brands and the official brand account have accounts on Instagram, causing users on Instagram to have two accounts (the brand and the creators) to get information about the brand's products. Because of this, it can lead to the possibility that the creators' posts on Instagram could have led to the association of a spike of interest in web searches instead of the official brand's Instagram post.

Additionally, some accounts, such as Esty, Shopify, and Sephora, are businesses that don't specifically have the brand that they sell. Instead, they sell other people's/ businesses' products on their website/store. Because of this, these accounts were not included in the data analysis as they do not advertised their own product. Another limitation of the study was that some Instagram Brand accounts were not posting posts promoting specific products. Instead, they posted about life stories of athletes (Nike) or fashion shows (Chanel and Louis Vuitton), and because of that, it was decided not to include these accounts. As the data of the research is correlational, a statistical measure of how two variables are related to one another (Statistical Language - Correlation and Causation, 2022), this means one variable can not cause another bc correlational doesn't mean causation. In the context of this study, this means that the data concluded can not be used to show a causational relationship between the words and a spike in searches of a product on Google. The data presented can only conclude a strong or weak

correlation between a specific word and a spike or no spike in the searches for a certain product. Because of this, the larger implications of the study are limited.

Conclusion

Through the correlation data obtained in this research, companies who want to start or revamp their brand's social media in order to have more consumers search up their products should stray away from words that are in first person point of view and lean toward words that highlight time-sensitivity and are in second person point of view. However, this relationship doesn't suggest any causality because of the limitations of the correlational study. As correlational studies are a stepping-stone to the more powerful experimental method, further studies can use complex correlational designs allowing for very limited causal inferences (Hale, 2011). This information concluded from the research can aid further studies to create an experimental research design to see if these words can actually cause a spike in the searches on Google. This study can be done by isolating the time and day the post is posted, as well as isolating the relative information on the advertisement posts. By doing this, it can be concluded whether or not the words that already have a correlational relationship with a spike in searches have a causational effect as well.

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APPENDICES

Appendix A: Data collection of Instagram accounts from the 10 websites

jumpmedia	unmetric	hubspot	no good	hopper	hopper	statista	listen first	blog social media strategies	databox	sprout blog
shake shack	nike	Netflix's Strong Black Lead	recess	shopify	Nike	Fashion Nova	dior	recess	disneyplus	freddys frozen custard & steakburgers
orea	victoria secret	Califia Farms	wendy's	brit+co	Starbucks	Playstation	gucci	teva	namagalicious cookie	sprouts farmers market
starbucks	huda beauty	Anima Iris	teva	huge	Sephora	Victoria's Secret	louis vuitton	haus	slimjim	chipotle
ben jerrys	chanel	Loma Jane	we're not really strangers	mother london	GoPro	Victoria Beckham	versace	girls night in club	amazing ribs	matt adlard
chubbies	gucci	Letterfolk	haus	MOE assist	Asos	Foot Locker	chanel	bala bangles	esty	wendys
nike	zara	Apartment Therapy	lululemon	etsy	Converse	GoPro	off-white	madewell	screenplayed	unbirthday
H&M	louis vuitton	Sunday II Sunday	aesop	west elm	Airbnb	Dolls Kill	victoria beckham	tiffany & co	nike	lush cosmetics
chanel	dior	Tentsile	gymshark	ikea	Lacoste	Chanel	calvin klein	away	icelandair	ring concierge
adidas originals	addidas	Desenio	starface	farrow & ball	Lancome	Urban Outfitters	prada	glossier	peter mckinnon	teva
louis vuitton	MAC	Bolden USA	shopify	1stdibs	Oreo	H&M	valentino	so worth loving	tiffany & co	mindbodygreen
asos	BMV	Vans	tentsile	wendy's	MadeWell		nike	beardbrand	oatly	lululemon
almost verified	Dolce& Gabbana	Grass-Fields	vans	ben jerry	Tacobell		victoria's secret	chubbies	Gewurzhaus	9round
mac cosmetics	Mercedes Benz	Finfolk Productions	hubspot	shake shack	Dove		foot locker	gopro	FHFgear	design within reach
frank body	Kylie Cosmetics	Shiseido	lego	Halo top	DeGourmay		urban outfitters	chambord	Chipotle	
bare minerals	Lamborghini	Sephora Collections	sprouts farmer market	new balance	MailChimp		asos		meg squats	
glossier	Prada	Clare	sonder	lululemon			hm		real watersports	
eos	Anastasia Beverly Hill	HoneyBook	desnio	alo yoga			sherri hill		netflix	
the honest company	Versace	Design Essentials	wix	mindybodygreen			zara		adida	
sharpie	Calvin Klien	Flodesk		under armour women			vans		inncent	
gopro		Omsom		booking.com			american eagle outfitters		huda beauty	
bmw		Chipotle		four seasons					shopify	
				vans					simply straws	
				tiffany& co					stephanie davis	
				lush cosmetics					xbox	
				kate spade ny					bonobos	
				privacy please						

Appendix B: The category of captions that did not associate with a spike in searches

Brand	Date	Product	Caption	Spike?	Value of interest
Chubbies	jan 25th	Chubbies house shorts	Verified We will be submitting our new House Shorts design to the Nobel Prize committee for review. Link in bio.	no	30-40
Dior	jan 23th	Dior bracelet	As Artistic Director of #DiorJoillerie, @VictoiredeCastellane collaborated specially with @MrKimJones to design a 'CD' link bracelet for #DiorWinter22. Unveiled on the Paris runway last Friday, get a closer look at some of the #DiorSavoirFaire behind this ineffably elegant and precious piece, crafted in white gold, diamonds and emeralds. © @ _HugoMapelli	no	25-35
GoPro	jan 25th	GoPro hero 10	Verified #GoProAthlete @travisrice's 2nd installment of the @naturalselection tour kicks off NOW. 8 women + 16 men will be dropping into the Selector venue, taking on some of the most rugged, natural terrain @jacksonhole. Follow #GoProAthlete @sagekotsenburg through the #GoProHERO10 Black Course Preview + tap the link in our bio to watch LIVE #GoProFamily member @gimbalgod @yeti #GoPro #HyperSmooth #GoProFPV #Snowboarding #NaturalSelection #JacksonHole	no	30-40
Lululemon	Jan 20th	Lululemon Team Canadian Collection	"The Opening Ceremony is this beautiful journey of draping and drenching red on the body. The flip side is the Closing Ceremony. There's nothing more overt than an opposite, and that contrast is the winter white story. It's all about bringing to life the spirit of that moment in time: the party of the Closing Ceremony." That's the vision of Audrey Reilly, Product Creative Director, Special Projects—and this is the Team Canada athlete kit, redefined.	yes	100
Shake Shack	feb 4th	buffalo chicken	A sip of Shackmeister + a bite of Buffalo Chicken feels like the right weekend combo. We may be biased but ... these Sumo Citrus® Mandarins are kind of a big peel - Hurry in to enjoy all the easy-to-peel, enormously delicious goodness these winter citrus favorites have to offer.	no	49-0
Sprouts	Fen 1st	Sumo Citrus	Tap the link in our bio to shop now!	no	50s
Starbucks	Feb 2	Brown sugar oatmilk shaken espresso	Verified Bright side up. Iced Brown Sugar Oatmilk Shaken Espresso.	no	25s
Tentsile	Feb 1	Tentsile Flite	Don't forget to like the original competition post for a chance to win our Valentine's giveaway!	yes	70
Victoria's secret	Feb 4	Tease Eau de Parfum	The perfect plus-one? Our Collector's Edition Tease Eau de Parfum. It's a must-have for any night out—just ask @valerialipovetsky #VSFeelTheLove	no	0
Wendy's	Feb 2	Baked Potato	My mom says if I have another potato I'll turn into one.	no	20
Zara	Feb 2	Corset top	Faux leather corset top #zarawoman	no	30

Appendix C: The category of captions that was associated with a spike in searches

Brand	Date	Product	Caption	Spike?	Value of Interest
adidas	Jan 25th	Adidas Predators	Swerve opposition in Predator Edge. With all new ZONE SKIN, engineered to optimise ball manipulation, supporting swerve, spin and grip. A FACET FRAME. Delivering stability and dynamic traction to support movement on the pitch. Power facet redistributes weight towards the front of the boot, optimising power transfer when striking the ball. A 2-piece Primeknit collar designed for breathable comfort, easy step in and secure lockdown during play. Tap to shop. #Football #Soccer #adidasFootball	yes	100
asos	Jan 26th	ASOS ski suit	Verified Gorgeous, gorgeous girls are glacier ready ASOS 4505 ski suit in mono colourblock [2002685] As Seen On @leamar	yes	100
ben&jerry's	Jan 25	Topped Dirt Cake	2 NEW Topped flavors just dropped! Introducing Dirt Cake Topped and Chocolate Milk & Cookies Topped! Just like your childhood favorites, but even more decadent. Look for them soon in freezers near you! Link in our bio.	yes	100
BMW	Jan 26th	BMW series 8	A true reflection of luxury. The new BMW 8 Series Gran Coupé. #THE8 #8Series #BMW BMW M850i xDrive Gran Coupé: Combined fuel consumption: 11.0–10.7 l/100 km. Combined CO2 emissions: 251–243 g/km. All data according to WLTP. Further info: www.bmw.com/disclaimer	yes	100
Chipotle	Jan 26th	Chipotle corn	Our corn rocks	yes	95
Foot Locker	Jan 25th	Foot locker Nike Air force 1	Flax for the season! #Nike Air Force 1 High available in Grade School sizes online.	yes	100
Glossier	Jan 25th	Priming Moisturizer	Priming Moisturizer Rich: If cashmere were a lotion. Extra hydration for extra dry skin (or the perfect nighttime moisturizer for any skin)	yes	64
Gucci	Jan 26th	gucci bamboo 1947	Verified Love, an oniric dimension, a visceral sense of story and allegory wrapped in a well drafted package, universal emotions and unrealistic worlds – these are just some of the messages that the creators chosen to interpret the #GucciBamboo1947 bag aim to convey through their artworks. Seen here is cartoonist and graphic novelist Everett Glenn. @ev_glenn's take on @alessandro_michele's new design. Discover more via link in bio. #AlessandroMichele #GucciBeloved	yes	100
H&M	Jan 25th/ Jan 26th	H&M Cardigan	Desk lunch is great said no one ever. @aaannete #HM #HMxME #regram Alpaca-blend Cardigan: 0964986004 That cardigan you saw someone wear but didn't dare to ask about — now you know. @hannahmq_x #HM #HMxME #regram Cardigan: 0991298001	yes	100/78
Lululemon	Jan 20th	Lululemon Team Canadian Collection	"The Opening Ceremony is this beautiful journey of draping and drenching red on the body. The flip side is the Closing Ceremony. There's nothing more overt than an opposite, and that contrast is the winter white story. It's all about bringing to life the spirit of that moment in time: the party of the Closing Ceremony." That's the vision of Audrey Reilly, Product Creative Director, Special Projects—and this is the Team Canada athlete kit, redefined. Shop the full Team Canada Collection now at the link in bio.	yes	100
MAC	Jan 23th	MAC Cosmetics Powder Kiss Lipstick	A case for coral: Powder Kiss Lipstick in Brickthrough delivers eight hours of weightless moisture with a blurred matte finish. Discover your new favourite pink shade today! #MACReThinkPink	yes	100
Mindbodygreen	Jan 26th	mindbodygreen podcast	Verified What are the best ways to enhance your attention span? On today's episode of the mbgPodcast, New York Times bestselling author, @johann.hart, answers our questions about attention. "When you try to do lots of things at once, you do all of them less competently," he explains. Link in bio to tune into the conversation with mbg founder + co-CEO @jasonwachob! #mindbodygreen #sleep #attention #health #multitasking	yes	100
Oreo	Feb 6th	dark chocolate oreos	This is for all the dark chocolate lovers out there	yes	100
Prada	Feb 5th	prada gifts	Cross my heart. Discover #PradaGifts, like the #Prada Triangle Bag, via link in bio. #PradaSS22	yes	100
Teva	Feb 5	Teva boots	Midform Boot is perfect for days when life takes a turn towards adventure. : @dirtbagdarling	yes	100
Tiffany&Co	Feb 6	Tiffany Victoria Earrings	Fresher than ever: A pair of Tiffany Victoria® earrings is about as timeless as it gets. Wear both in one ear if you're feeling bold. Link in bio. #LovelsBlue #ATiffanyValentinesDay #TiffanyAndCo	yes	78
Urban outfitters	Feb 6	BDG denim	Don't skip out on this deal: stock up on your favorite BDG denim styles, starting at \$49	yes	100
Vans	Feb 1	Tiger Old Skool shoes	Celebrate the Lunar New Year with the Vans Family Exclusive Year of the Tiger Old Skool! Members can shop this design made in collaboration with contemporary Chinese artist @huatunian (Chen Yingjie). Get your hands on a pair at vans.com/family	yes	100