Celebpreneurship:
The Evolvement of Entrepreneurship through Celebrification

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This study investigates and aims to capture a new phenomenon: “celebpreneurship”, a new form of entrepreneurship emerged through the celebrrification process. Where ordinary individuals transform into celebrities, and become entrepreneurial when they reach certain amount of “well-knownness”, in order to monetize their activities. The empirical data is obtained based on a complete observational study of two exemplary cases dealing with this phenomenon; Chiara Ferragni, the fashion blogger and yTravel Blog, the travel bloggers. Celebpreneurs start to build up networks and communities online through accessible media as blogs and social networking websites, to create awareness and desire among their audience eventually. They follow the effectuation venturing principle to pursue capitals and resources and transform into stabilized causational ventures at a later stage. The commodification and contemporary fame of these individuals are fundamental in the establishments of further entrepreneurial activities. As result, the phenomenon shows the existence of entrepreneurship in different forms and areas, as the celebpreneurs are involved into various brand partnerships, endorsements, product campaigns and even in the creation of own ventures. The contribution of this study is to show how effectuation, community building and celebrrification can extend, re-activate and mobilize the classical approach of entrepreneurship.

Keywords
Celebpreneurship, Entrepreneurship, Celebrrification, Effectuation and Causation, Celebrity, Capitals, Online Networks, Social Media, Blogging

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1 Introduction

This thesis is part of the Master Entrepreneurship program at Linnaeus University, Växjö. The first chapter describes the reasons for conducting this thesis and states the research questions as well as the purpose.

1.1 Background

“In the future, everyone will be world-famous for 15 minutes.

- Warhol, 1968

This quote by Andy Warhol made in 1968 was a quite clear prediction of today's multi-medial world, where everyone can get famous through reality TV, casting shows or through different channels on the internet as YouTube, Facebook or Instagram. The fact that the internet allows users to be independent from time and place and connect with humans all over world without any major restrictions makes the internet to such an accessible powerful medium. Maybe Warhol (1968) was not able to predict how concrete and easy it really would have become to generate fame with the invention of the internet and thought more about the medium television and its effects on society. But probably only the internet made his prediction become true.

Using fame to create economic value is not unknown; in marketing they name it “celebrity endorsement”. Even before the internet, celebrities use their popularity and fame to transfer positive assets to a product or brand in exchange for economic benefits (Runia et al., 2007). Remember the testimonial for Nespresso by George Clooney? Nespresso ties to gain attention within their target group and transfer the positive image of Clooney to their product. Former research results especially in the field of marketing show the impact of celebrities as testimonials or endorsers for products, services, brands or companies (Goldsmith, Lafferty and Newell, 2000; Erdogan, 1999).

With the modern mass media celebrities are nowadays omnipresent. They appear not longer only in their traditional businesses and act besides this for example as a testimonial. Moreover, they take also new roles in almost all areas of society. This development is called “celebritization” (Driessens, 2012). Hunter, Burgers and Davidsson (2009) formulate this as celebrity entrepreneurship and state that celebrity
capital can be set as a strategic asset for companies. They stated ten propositions between the differences of celebrity entrepreneurs and celebrity endorsers. The main proposition they argue is that “image transfer will be more effective in new ventures than in existing ventures” (Hunter, Burgers and Davidsson, 2009, p. 144). Hunter, Burgers and Davidsson (2009) underline in their conclusion the richness of research opportunities celebrities entail.

A successful example of celebrity entrepreneurship is the company Beats Music and Beats Electronics, which was founded by Dr. Dre, American rapper and record producer, and Jimmy Iovine, American film producer and record producer in 2006. The company’s most popular products were the headphones and speakers (Apple, 2014). The founders used their network in the show business and music industry to promote their products and gain popularity in a relatively short time of period. The increase of their popularity was noticed by technology giant Apple, who eventually acquired the company in 2014 for $3 billion (Apple, 2014). Celebrity entrepreneurs are not only endorsers for products but are also involved in entrepreneurial activities as founders, owners or managers in the ventures where they are active in (Hunter, Burgers and Davidsson, 2009).

Whereas several investigations on celebrity entrepreneurs had been made, the opposite research direction remained almost unexplored. The starting point can be a person with possible entrepreneurial ambitions, who is becoming a celebrity for various reasons. The process of turning from an ordinary person to a celebrity is defined by Driessens (2012) as “celebrification”. The term celebrification describes the transformation of individuals into celebrities. This paradox is especially seen through the on-going digitalization, whereas new celebrities arouse from the variety of media channels online. New kind of social media or blogging entrepreneurs emerge online.

Some examples of the celebrification process are Felix Arvid Ulf Kjellberg alias “PewDiePie” and Isabella Löwengrip alias “Blondinbella”. Kjellberg has a passion for video games and had the intention to share it with friends. After launching a YouTube channel called after his gamer name “PewDiePie”, he had already 4 million subscribers and made $12 million at the end of 2015. Nowadays he has become mainstream and has high influence on the gaming scene (Gomez, 2016). While Löwengrip started her
fashion blog “Blondinbella” at the age of 16. She has gained popularity among her online community and used this for the launch of her own company called Blondinbella AB. The company comprises of a magazine, clothing line, blog network and an investment trust company (Tarver, 2015).

In this new context of internet and social media, entrepreneurship can be defined from a wider perspective that does not only include the selling of a physical product or service. This is also emphasized by Berglund and Johannisson (2012) who see entrepreneurship as a multi-dimensional phenomenon throughout the society. “We need to know more about how the fine-grained details of everyday life form in new patterns and how human beings invent ‘tools’ and organize in new ways to solve problems and create opportunities on the many arenas that contemporary societies offer” (Berglund and Johannisson, 2012, p.2). It brings the effect of doing business through and with the internet into this context, which attracts ordinary people and supports entrepreneurial activities in relation to commercialize their ideas or invention in order to create their own salary slip.

Referring back to the examples of Kjellberg and Löwengrip, it can be seen that both are using the open design of online social networks comprehensively to interact with their followers. In this context it must rather seen as a form of action that creates financial benefits for the person through its appearance in a multi-medial world that can be observed by an enormous number of people. As an outcome these persons have become a product or brand themselves. In order to turn this fame or celebrity status into economic values they act entrepreneurial and start building up a business on them and around them. This thesis calls this phenomenon “celebpreneurship”.

1.2 The Statement of Purpose

Celebpreneurship is an unexplored phenomenon, where a new form of entrepreneurship is elaborated through celebriﬁcation. The process of celebriﬁcation and its impacts and influence on entrepreneurship are almost not investigated in the literature. Due to this process another phenomenon regarding entrepreneurship can be observed.
With an increasing load of information not everyone can stand out from the mass, but some do and get widely known and create fame. As the process of becoming a celebrity is mostly a constant flow a deeper knowledge about this process is worth analysing. With this question the entrepreneurial activities are taken into focus, to find out which kind of actions are taken to create entrepreneurship in this new context with the actions of being a celebrity. Therefore the main research question is: “How does entrepreneurship evolve through celebrrification and how is a business established within this context?”

By having a closer look on individuals it can be observed that they often share their private activities with friends, fans and followers to create and expand a community. The sub-question that arises can be described as followed: “What actions do these entrepreneurs take to monetize their personal interests?” Eventually based on these questions try to understand this new form of entrepreneurship and capture the phenomenon.

The purpose of this study is to explore reasons for the celebreners’ success in their field and how celebrity statuses are used in order to support entrepreneurial activities. Research based on curiosity, how fame and celebrity statuses are used to support entrepreneurial activities.

1.3 Structure of the Thesis

Chapter 1 introduces the topic and the background of the thesis’ subject. It gives an indication on the already existing researches and shows the direction where this thesis wants to investigate further. From that point the problem description arises and the research questions is formulated. Furthermore, the purpose of the research and the importance of the investigation are shown. Chapter 2 focuses on the methods used for achieving the research goal and answering the research questions. The following chapter 3 deals with the theoretical framework and concept needed for the analysis of the cases. This chapter will especially have a closer look on the topics related to celebrity culture, entrepreneurship, as well as the network theory and social capital theory. After the theoretical framework, the observation of the cases within their different media channels has been made. In Chapter 5 collected data of the observation is analysed with the theoretical framework of chapter 3. Chapter 6 draws the conclusion from the analysis.
and gives recommendations regarding future researches in this new field of entrepreneurship.
2 Methods

This section of the thesis gives the reader an overview of the applied methodology during the research. It will focus on the searching process, collection, selection and examination of different research methods and resources.

2.1 Literature Review

The master thesis conducts two types of research methods, doing a literature review is thereby the first method. Only a few books and articles are published about this new and rare investigated manifestation of entrepreneurship. The literature review is used to gain a deeper understanding of the related research areas that affect the holistic approach of celebpreneurship. The literature review is therefore expended to clarify an appropriate understanding of celebrities, celebrity culture and entrepreneurial activities focused on celebpreneurs. An understanding is crucial for the observation of the three different cases within a case study, the second research method used in this master thesis.

The literature review is interpreted as a hermeneutic approach according to Boell and Cecez-Kecmanovic (2014). A “literature review as a hermeneutic process makes it evident that there is no final understanding of the relevant literature, but a constant re-interpretation leading (ideally) to deeper and more comprehensive understanding of relevant publications” (Boell and Cecez-Kecmanovic, 2014, p.130). The interpretative understanding is an important factor in the hermeneutic circle by Boell and Cecez-Kecmanovic (2014).

This master thesis used primary the database searches "One Search" of the Linnaeus University and “Google Scholar”. Furthermore, the global search engine “Google” has been used to search with keywords for relevant articles and books. Keywords such as “celebrity entrepreneurship”, “social media entrepreneurship” and “celebrity capital” were chosen to get access to relevant literature for the theoretical framework. The list of relevant books and articles has been extended through the identification of related references made in these publications and a modification of the search terms. Most documents have been found in the research area of “marketing” and “entrepreneurship”.
2.2 Case Study

To study the phenomenon of celebrenurseship case studies are used. Robson (2002) defines a case study as a “strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence” (Robson, 2002, p.178). The method of conducting a case study is used to gain a deep understanding of the context of the research and the processes involved (Morris and Wood, 1991). The case study method has the ability to answer questions concerning “why?”, “what?” and “how?”, which makes it to a tool “[...]often used in explanatory and exploratory research” (Saunders, Lewis and Thornhill, 2009, p.146). The data collection can be set up in various ways and can combine different techniques as interview, observation, documentary analysis or questionnaires (Saunders, Lewis and Thornhill, 2009). Empirical data in this thesis is conducted through case studies. Before the observation of specific cases starts, relevant cases need to be selected. Yin (2003) describes five different types of cases:

- **The critical case**: A clearly defined hypothesis is tested with a case that allows a better understanding of the phenomenon.
- **The unique case**: A case that is somehow unique or extreme and mostly used in clinical studies.
- **The revelatory case**: The revelatory case describes a case based on a phenomenon, which was not accessible for scientific investigation before.
- **The representative or typical case**: This type analyses an exemplary event, which occurs in the same way many different times.
- **The longitudinal case**: The longitudinal case focuses on how something is changing over a certain amount of time.

A selected case can be also a combination of these different types of cases (Bryman and Bell, 2015). The research is not limited to one single case. Multiple-case study designs allow the researcher to compare and contrast the outcomes of the different cases. From this comparison it is possible to find out what is unique and common in the cases, which can help to draw theoretical conclusions from the findings (Bryman and Bell, 2015).

The thesis uses a multiple-case study design and analyses two different cases. The cases for the study are defined by following criteria: 1. The person(s) analysed was not
famous or popular and went through the process of celebritification. Indicators for a certain amount of gained popularity are website traffic and social media followers. But also the overall appearance in the public and media can indicate the status of gained popularity. 2. The person is monetizing its online media channel. 3. The cases shall be distinguishable from each other in forms of business model, areas of interest and target groups.

2.3 Observation

The technique used within the case study to answer the research question is observation. The aim of this method is to investigate how the involved parties act within their community and why. Regarding Saunders, Lewis and Thornhill (2009) observation includes “the systematic observation, recording, description, analysis and interpretation of people's behaviour” (Saunders, Lewis and Thornhill, 2009, p.288). The method of observation distinguishes between a qualitative and a quantitative approach. A “participant observation” describes the qualitative approach which is based on the theory of social anthropology. The focus in this concept lays on the discovery of meanings made by people’s actions (Saunders, Lewis and Thornhill, 2009). “Structured observation” on the other hand is the quantitative approach and focuses on the frequency of those actions (Saunders, Lewis and Thornhill, 2009). The focus in this thesis will lay on the observation of a celebpreneur and its posts within online media channels as well as on the reactions and feedback of the community. Therefore the used approach of observation is the "participant observation".

Within the method of participant observation the researcher can act in four different roles; as complete participant, complete observer, observer as a participant, or participant as observer (Saunders, Lewis and Thornhill, 2009, see figure 1).

As complete participant and complete observer the identity of the researcher is not communicated. The advantage of these roles is that the researcher is not influencing the behaviour of the research subjects (Saunders, Lewis and Thornhill, 2009). As an observer as a participant or participant as observer the identity of the researcher is revealed. Revealing the role as researcher might influence the studies, but is less problematic from an ethical point of view (Saunders, Lewis and Thornhill, 2009).
For the case study and the analysis of a celebpreneur and its community the role as complete observer is chosen. The case study reveals and analyses how celebpreneurs act, what they do and how the community engages with them and their posted content. Therefore, the analyses will mainly take place in the respective blogs, website and social media channels of the selected celebpreneurs. A direct activity within those channels and communities is not required and not a criterion since this research focuses on the processes and effects of the celebpreneurs’ actions. Therefore different posts in different communication channels will be analysed. The data collection and analysis is based on “secondary observation”. The observer collects the data from already happened events. This means for the analysis that existing posts are used to investigate the research problem. Consequently, this research will analyse existing posts in order to answer the research questions.

Base for the observation process is again the hermeneutic circle. In the beginning only the phenomenon of celebpreneurship is visible. By doing the observation smaller parts of the phenomenon are discovered and understood, which makes the whole picture more coherent. “The part can only be understood from the whole, and the whole only from the parts” (Alvesson and Sköldberg, 2009, p.92). By following the circle both, part and whole, become clearer and clearer, because with every round the insights increase and
the understanding of the phenomenon becomes more concrete. Through the hermeneutic circle the touching points within the theoretical concepts and in the empirical research will be found (Alvesson and Sköldberg, 2009).

The following circle visualizes the steps undertaken within the case study by the method of observation, to understand the smaller parts of the described phenomenon.

Figure 2: Steps of the Celebpreneurship Research (own elaboration).

Step 1 concludes an overall description of the celebpreneur with general information about the person, intention, ideas and field of interest. 2. The channels which are used online by the celebpreneurs and the possibilities of access are investigated. 3. The analysis of the posted content through different media channels is in focus. In this step the interaction with their followers find consideration (e.g. comments, likes etc.). From particular importance is the celebrification process with its creation of various capitals and the transaction into economic capital in step 4. Hereby social network aspects and celebrity culture are investigated. Step 5 focuses on the entrepreneurial behaviour of the celebpreneurs. This step has a closer look on the business model(s) used and on the decision-making processes. The different steps might reveal in the process new sides or
views on the phenomenon. Therefore the different steps need to be repeated eventually during the research process, which applies to the concept of the hermeneutic circle.

Because the content celebpreneurs share within their media channels is quite extensive not all posts can be analysed. To find the most important posts, likes and comments can give a good indication of the relevance of a post. Hereby posts that stand out with more and less likes/comments are from the same importance. Also noticeable changes of the posts, for example a critical change of the images published or in the written content, is worth analysing. For the case study and the selection it is most important to find these abnormalities to gain a deeper understanding of the mechanisms the celebpreneur uses to reach his aims.

Additionally different tools and sources from the internet are used to analyse the content of the online channels. These tools are helpful to give an indication of the development of the social media accounts or websites. Supportive to the analysis due the search for patters of the shared content. Some statistics are collected directly from the channel, see table 1 for a total view of the used tools and sources.

To ensure an ethical correct research the following issues will be considered: The observation will only analyse public available sources made by the blogger or their followers. Public social media can be defined as all posts or areas that can be accessed without any form of entry barrier. It can also include website where a username and password is required, but more for identification or revenue reasons and not for privacy or data protection (ESOMAR, 2011). Private social media can be described as areas in social media that are only accessible through identification and shall cover data from being publically available. Examples are micro-blogging sites or forums (ESOMAR, 2011).
## EXTERNAL TOOLS

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<tr>
<th>Channels</th>
<th>Tool</th>
<th>Information</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>Socialbakers.com</td>
<td>Page statistics, fan overview and timeline of the fan growth</td>
</tr>
<tr>
<td>YouTube</td>
<td>Socialblade.com</td>
<td>Uploads, video views, subscribers and summary of the statistics</td>
</tr>
<tr>
<td>Website</td>
<td>Similarweb.com</td>
<td>Traffic rank, total visits, traffic overview, geography, engagement, traffic sources and referrals</td>
</tr>
<tr>
<td>Instagram</td>
<td>Ink361.com</td>
<td>Performance, summary, best post, activity, tags and tagged users</td>
</tr>
</tbody>
</table>

## DIRECT SOURCE

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<th>Channels</th>
<th>Tool</th>
<th>Information</th>
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</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Twitter.com</td>
<td>Amount of followers and tweets</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Pinterest.com</td>
<td>Amount of followers and pins</td>
</tr>
<tr>
<td>Google+</td>
<td>Plus.google.com</td>
<td>Amount of followers</td>
</tr>
<tr>
<td>Flickr</td>
<td>Flickr.com</td>
<td>Amount of followers</td>
</tr>
</tbody>
</table>

Table 1: Used Tools and Sources (own elaboration).

The research will focus on the public available channels described above. Even though the data including comments are public, used comments of followers in the research will be presented with a shortened name if quoted and the commenting persons anonymised if screenshots are taken. As the research group will not get in a direct contact with the analysed subjects and appear in a recognizable way for the followers during the research this approach for protecting peoples' privacy is the most ethical correct method.
3 Theoretical Framework and concepts

The theoretical framework consists of four literature reviews. Chapter 3.1 gives an overview about the meaning of Entrepreneurship whereas 3.2 focuses on the decision-making process including effectuation and causation. Chapter 3.4 deals with the Social Network Theory and Capitals. A literature review on the meaning of celebrity can be read in chapter 3.5.

3.1 The Meaning of Entrepreneurship

The definitions of “entrepreneurship”, “entrepreneur” or “entrepreneurial activities” have been discussed controversially over a long period in the literature. In 1969 Cole stated already:

“[…] for ten years we tried to define the entrepreneur. We never succeeded. Each of us had some notion of it - what he thought was, for his purposes, a useful definition. And I don’t think you’re going to get farther than that.”

- Cole 1969, p.17

The quotation of Cole (1969) is just one example and a more or less wise prediction for the difficulty concerning the defining process of entrepreneurship and related terms. This chapter is to present some of the findings in the literature and to give an overview about different understandings in the related research area. A focus will then be set on the two entrepreneurial decision-making processes “effectuation” and “causation”.

Mill (1848) and Schumpeter (1934) were two of the authors who introduced the term “entrepreneur” into general use among economists (Carland, Hoy and Carland, 1988). Mill (1848) set his focus on risk bearing to differentiate between managers and entrepreneurs (Carland, Hoy and Carland, 1988) whereas Schumpeter (1934) describes the entrepreneur as an “innovator” who has to convince the capitalist and himself about the need of his innovation. Schumpeter (1934) continues by stating that “entrepreneurship is broader than business management because not all entrepreneurs operate established businesses” (Schumpeter, 1934, p.10). According to Gartner (1988) “what differentiates entrepreneurs from non-entrepreneurs is that entrepreneurs create
organizations, while non-entrepreneurs do not” (Gartner 1988, p.47). By differentiating entrepreneurship from small businesses Carland et al. (1984) point out the different concepts. As not all new ventures are entrepreneurial in their origin, many organizations will remain small but entrepreneurial firms will grow over time. The critical factor contributed by the entrepreneur is therefore innovation. He is characterized by his preference for creating activity (Carland et al., 1984). Summarizing the results Carland et al. (1984) conclude finally:

"An entrepreneur is an individual who establishes and manages a business for the principal purposes of profit and growth. The entrepreneur is characterized principally by innovative behaviour and will employ strategic management practices in the business.”

- Carland et al., 1984, p.358

This and other definitions led to a controversial discussion about the traits and behaviour of entrepreneurs. According to Gartner (1988) answering the question “who is an entrepreneur? is the wrong question” (Gartner, 1988, p.62). In his opinion it is neither helpful defining the entrepreneur as a person nor improving the understanding of entrepreneurship. With the entrepreneur as an element of new venture creation, the main focus should be rather set on the actions than the personalization of the entrepreneur (Gartner, 1988). For Gartner (1988) “the entrepreneur is not a fixed state of existence“, whereas “entrepreneurship is a role that individuals undertake to create organizations” (Gartner 1988, p.64).

Carland, Hoy and Carland (1988) counter in their response “who is an entrepreneur is a question worth” that different points of view exist but they are all relevant. The comparison and debate of different findings can then lead to a better understanding of the whole. Even after decades of research Kamineni (2002) comes to the conclusion that an answer on the question does not exist so far. It is more an ongoing debate without a need to end the discussion but openness for fresh ideas and new thoughts in the research area of entrepreneurship (Kamineni, 2002).

It results from the literature review that a single definition about entrepreneurship or the entrepreneur is not available. Due to multiple studies different topics emerged from the
research. Kamineni (2002) identifies differences between entrepreneurs and non-entrepreneurs among four additional themes emerging from the literature to improve their understanding in the context of entrepreneurship which are “trait and behavioural approaches in defining an entrepreneur”, “demarcation between entrepreneurs and small business owners”, “role of a lead entrepreneur in an entrepreneurial team” and “entrepreneurs’ interaction with the environment and ability to recognize opportunities” (Kamineni, 2002, p.88). Without having a single definition about the entrepreneur, most academic works outline terms as “innovation” (Schumpeter, 1934; Carland et al., 1984) or the “creation of business ventures” (Carland et al., 1984, Gartner, 1988).

Entrepreneurship is often considered as an economic phenomenon. Steyaert and Katz (2004) explore rather the social role of entrepreneurship. In their research they point out three dimensions, the geographical, the discursive and the social dimension. The omnipresence is expressed by the proposition that “entrepreneurship takes place in multiple sites and spaces” (Steyaert and Katz, 2004, p.180). Adding other discourses such as ecological, cultural and civic ones “a geography of entrepreneurship is always a geopolitics” (Steyaert and Katz, 2004, p.180). The third proposition describes entrepreneurship as an everyday activity in social spaces. “There are many behaviors that display the elements of entrepreneurship – the pursuit of the new, better or innovative; the identification of market needs or opportunities; the pursuit of gain or improvement of situation; and the use of exchange with others as a basis for all of the above” (Steyaert and Katz, 2004, p.191).

Adding new dimensions from the social perspective on entrepreneurship makes it a broader approach compared to others. Steyaert and Katz (2004) see the opportunity “by contextualizing entrepreneurship, variations and openings towards other discourses can emerge” (Steyaert and Katz, 2004, p.188). Space is therefore left to fill existing gaps in the expression of social interactions of the everyday life. The internet is one example where a space is created for the interaction between people and social networks can occur.

Taking the two different approaches on entrepreneurship by Gartner (1988) and Steyaert and Katz (2004) this thesis will discover entrepreneurship in a quite new context to fill
an existing gap. The focus is therefore set on the observation of entrepreneurship in a special field of society (Steyaert and Katz, 2004) and the entrepreneurial activities according to Gartner (1988). Thereby the traditional approaches (e.g. Carland et al., 1984, Schumpeter, 1934) on entrepreneurship find also consideration.

3.2 Decision-making Processes in Business Venture-creation

For the observation of entrepreneurial behavior in a specific case a deeper knowledge about decision-making processes in new venture-creation is needed. A main difference between entrepreneurs and non-entrepreneurs in decision-making processes is uncertainty. Decisions among entrepreneurs are often made in uncertain environments, decisions among non-entrepreneurs contain various conditions of risks (Alvarez and Barney, 2005). Two main modes of decision-making regarding entrepreneurship have been investigated in the literature, causation and effectuation.

Sarasvathy (2001) differentiates these two modes by their logic. Causation relies in this background on the logic of prediction whereas effectuation underlies the logic of control. Furthermore, she defines the two decision-making processes as follows:


“Causation processes take a particular effect as given and focus on selecting between means to create that effect. Effectuation processes take a set of means as given and focus on selecting between possible effects that can be created with that set of means.”

- Sarasvathy, 2001, p.245

The causation process can be identified as the “classical” approach. The idea is the creation of a particular effect by choosing between several means (Sarasvathy, 2001). After setting a goal, entrepreneurs create a map about the environment. This includes factors as competition, market trends and the perceived competitive advantage (Reymen et al., 2015). The aim of causal decision-making processes is to predict an uncertain future (Chandler et al., 2011).

The effectuation as the opposing process involves a given set of means in the beginning. Effects are then created with the given means (Sarasvathy, 2001). Maine, Soh and Dos
Santos (2014) underline the resilience to external shocks and setbacks. It makes the effectuation process more flexible when it comes to unpredicted happenings and uncertainty (Sarasvathy, 2001).

Depending on the different contexts of decision and action various forms of causation and effectuation can occur. These can either be simultaneously, overlapping or intertwining modes (Sarasvathy, 2001). Reymen et al. (2015) point out the advantage of a mixture between both decision making processes. As an alternative of following strictly one mode, a combination of both logics can be the right strategy under specific circumstances. The example they provide is a causal fundament that ensures staying focused and making predictions on the one hand and being flexible in a changing environment on the other hand.

According to Zhang (2016) a change can be seen in internet venturing. As in the beginning most internet ventures had a technological focus it entirely changed in the following years. The growing process is in this industry different from the way traditional businesses are going. Characterizing the internet industry as fast changing and creative thinking a connection is preferably seen to effectuation. Nevertheless, it is wrong to ignore causation as both principles have their meaning for internet growth. Zhang (2016) showed empirically the affect of causation and effectuation on new internet venture growth. Furthermore he adds the resource bundling strategy: “New internet ventures following the effectuation venturing principle seek venture growth through pioneering resource bundling, while causation supports new internet ventures growth through stabilizing resource bundling” (Zhang, 2016, p.475).

3.3 Social Network Theory and Capitals

To understand how social network internet personalities are build up, it is important to understand how classical networks are working. By understanding the classical network theory, conclusions on the functionality of internet social networks can be drawn. Weyer (2011) describes the upcoming changes of relation- and friendship networks that are more and more realized through electronic communication channels as the internet. This new networks gain a new quality compared to traditional networks that are based on face-to-face communication (Weyer, 2011). According to Weyer (2011) those networks are based on many individual actors, with sometimes unknown identity and
hardly predictable reactions, which makes it difficult for strategic interactions. At the same time these networks create new ways for self-presentation.

For entrepreneurs social networks are essential as they are improving their ambitions to exchange “resources, knowledge, financial capital” (Fanfan, 2011, p.1) with other entrepreneurs and a greater community in a social field. A social field can be defined as an area where different actors, also called agents, take actions under defined values, attitudes and ideas. In these fields the active agents try to improve status, recognition and strength among themselves, by building up networks (Gripsrud, 2002). According to Fanfan (2011) the social network of an entrepreneur increases the individual assets in regard to its entrepreneurial capacity. The connection between those structures and the actions of the participants within the network can be explained by the term “social capital” (Bourdieu, 1986). Social capital can be described as a positive effect of a network structure that allows different participants in a network the access to resources and new possibilities for actions (Jansen and Diaz-Bone, 2011). The participants in the network can appear with different social capitals that makes them more or less powerful in the network. For example: One actor has taken a central role in the network and influences all other participants with a smaller role (Jansen and Diaz-Bone, 2011).

Granovetter (1973) introduces two kinds of relationships that he calls “strong ties” and “weak ties”, which can be referred to the idea of social capital. Regarding to Granovetter (1973) weak ties are from particular importance for the actor. They describe more loose connections between actors and other social clusters. Those weak ties allow information to flow between those clusters which improve innovation processes. Strong ties are creating trust and solidarity with a small group of actors. Compared to weak ties, strong ties are more limited in their number of connections due the higher efforts establishing and maintaining those relations (Granovetter, 1973). These ties within social networks are creating social capital that can be exchanged in the by Bourdieu (1986) defined other capitals.

Bourdieu (1986) distinguishes in addition to social capital between, economic, cultural, and symbolic capital. Economic capital implies the directly into money convertible capital such as material goods or assets of a person (Bourdieu, 1986). It is one of the most important capitals because the other capitals are somehow depended on it and can be exchanged into it with efforts and transformation costs (Bourdieu, 1986). Cultural
capital can be described as the cultural knowledge or competencies of socially accepted art forms of a person (Gripsrud, 2002). Visible forms of this capital are educational qualifications, e.g. degrees or academic titles a person has earned (Gripsrud, 2002). This form of capital is strongly depended on the investment of time and money (Gripsrud, 2002). Bourdieu (2005) explains symbolic capital as the economy of honour and good faith. It contains the social status and prestige of a person which can be recognized by other people in the society (Gripsrud, 2002).

These capitals are strongly connected and can be traded among each other. Economic capital for instance can be created through the trade of symbolic capital, which again is created through social and cultural capital. This shows that right use of these capital and its trade among each other will create in the end more of the desired capitals. For example: A person with a low economic capital would try first to increase its social capital by creating a network of valuable strong and weak tie connections. New connections will help to increase symbolic capital, which can be used in exchange to create economic capital e.g. getting a loan. The economic capital can be invested again into the creation of cultural and symbolic capital, which strengthens also the social capital.

Based on the theory of capitals Gunter (2014) is combining these different capitals with their different characteristics, measuring celebrity capital as an extra value. The value deliberated in terms on how much cultural, social or political influence a particular celebrity has (Gunter, 2014). Using their fame and status linked it to their popularity. Using relevant set of insight to describe the value of celebrities in “online- and offline world”. Metrics can be used to calculate the amount of their online media coverage. Checking out the numbers of online searches, hits to their websites and numbers of so-called friends on their social media accounts (Gunter, 2014).

3.4 The Meaning of Celebrity

The Celebrity Culture
But in first place, what is a celebrity? Literature debates different definitions on the meaning of “celebrity”. Before considering some options it is good to know from which perspective you look at. Turner (2004) elaborates three perspectives where he tries to touch on these different broad approaches.
<table>
<thead>
<tr>
<th>Perspective</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columnist and public intellectuals</td>
<td>&quot;Symptom of a worrying cultural shift: towards a culture that privileges the momentary, the visual and the sensational over the enduring, the written and the rational&quot;.</td>
</tr>
<tr>
<td>Consumers and Investors in Celebrities (Popular Press)</td>
<td>&quot;An innate or natural quality, which is possessed by some extraordinary individuals and discovered by industry talent scouts. The defining qualities of the celebrity are both natural and magical: journalists, feature writers and publicists speak of their presence, their star quality and their charisma&quot;.</td>
</tr>
<tr>
<td>Academic literature</td>
<td>&quot;Focus on celebrity as a product of number of cultural and economic processes. These included the commodification of the individual celebrity through promotion, publicity and advertising: the implication of celebrities in the processes through which cultural identity is negotiated and formed; and most importantly, the representational processes employed by the media in their treatment of prominent individuals&quot;.</td>
</tr>
</tbody>
</table>

Table 2: The Meaning of Celebrity by Turner (2004, p.4).

The celebrity differentiates its own personality from others in the field, which is the reason of their capacity for fame, and not by reaching remarkable milestones (Turner, 2004). That is the commodity that all of these definitions have. With this, he reflects on the quotation made by Boorstin (1961 cited in Turner, 2004, p.5) "the celebrity is a person who is well-known for their well-knownness". Boorstin (n.d.) adds to this that the proof of being a celebrity is when people recognize you for your personality. Especially entertainers dominate the celebrity ranks because of their personality differentiations. Turner (2004) argues that there is a close association between the celebrity and the inauthenticity of contemporary popular culture. He interprets celebrity as an indication of cultural change.
Marshall (2006) sees celebrity as a culture to investigate and understand contemporary culture. “Celebrity culture produces a layer of discourse that allows us to explore the articulation of identity, individuality, value and norms within particular cultures, as well as the movement of these articulations between cultures” (Marshall, 2006, p.6). Where the celebrities are the aspired universalized personification of a particular culture. Marshall (2006) discusses that celebrity has become a component of many other activities as a cultural phenomenon. “Defining celebrity culture as a discursive satellite of other cultural activities identifies the engagement and the distance that are simultaneously produced by celebrity culture” (Marshall, 2006, p.800). The writer sees connections between the celebrity and the main culture where this person is active in for example politics, sports and fashion. Celebrities are able to produce a proxy effect in the public sphere (Marshall, 2006).

Cashmore (2006) agrees on this when she describe that the habit of celebrity culture is the modification of importance from achievement-based recognition to media-driven popularity. Rojek (2001) has the same thoughts; he believes that mass-media presences are significant bricks in the formation of celebrity culture by attributed celebrities. Holmes and Redmond (2006) follow the research that has been done by Rojek (2001) and Turner (2004) and comes with the term “fame culture”.

“Fame culture offers ordinary and extraordinary people the change of a heightened level of intimacy, an intimacy that potentially, perhaps inevitably, destabilizes the borders and boundaries of identity, and which energizes or electrifies one’s experience of the world”

- Holmes and Redmond, 2006, p.27

Some examples are mentioned as docu-soaps, talent shows and reality TV. But also certain blogs have reached fame through the celebrification process by just being honest and intimate about their everyday lives. This contemporary fame is mainly oriented around “[…] the language of intimacy: it is a word, concept, practice, sellable commodity that smoulders at its very core” (Holmes and Redmond, 2006, p.36). He discusses the realness of this fame and intimacy, what he describes as “second-hand intimacy”. There is no real face-to-face interaction with the celebrity and people present
in the contemporaneous space. This “second-hand intimacy” is just a tool that helps commodity desire. Holmes and Redmond (2006) reflect here to the meaning of celebrity culture made by Rojek (2001).

“Celebrity culture is one of the most important mechanism for mobilizing abstract desire. It embodies in an animate object, which allows for deeper levels of attachment and identification than with inanimate commodities. Celebrities can be reinvented to renew desire, and because of this they are extremely efficient resources in the mobilization of global desire. In a word, they humanize desire.”

- Rojek, 2001, p.189

The Process of Celebrrification

The phenomenon celebpreneurship is central in this thesis, which is the connection of celebrrification towards entrepreneurship. Driessen (2012) argues that “celebrrification” often is amalgamated with “celebritization”. Fundamentally the main differences concerning these two terms are the outcome. “Celebritization” is the meta-process that comprehensions on the social fields level (Driessen, 2012). It is a structural development of certain changes in the nature of the celebrity and the societal and cultural embedding. However, this thesis will focus more on the “celebrrification” process and the transformation of ordinary entrepreneurs into celebrities, since that describes more the imbedded celebrity processes in this specific context.

“Celebrrification, in contrast, comprises the changes at the individual level, or, more precisely, the process by which ordinary people or public figures are transformed into celebrities.”

- Driessen, 2012, p.643

Media representation is the foundation of the celebrity (Rojek, 2001). Without the vigorous and continuing participation of fans, audience and media consumers the celebrrification process is destined to fail (Guthey, Clark and Jackson, 2009). “I take the celebrrification process to describe the general tendency to frame social encounters in mediagenic filters that both reflect and reinforce the compulsion of abstract desire”
(Rojek, 2001, p.186). The celebritification process mentioned by Rojek (2001) is determined to his meaning of celebrity culture.
4 Case studies

Chapter 4 includes the case study of two different cases. In 4.1 the selection of both cases is stated whereas 4.2 and 4.3 contain the empirical data gained through the observation.

4.1 The Selection of the Case Studies

The Blonde Salad Blog was founded in October 2009, and it can be stated as the start of Chiara Ferragni’s success story. On the 9th of December 2015 The Telegraph headlined on their online page: “Chiara Ferragni: world’s most successful fashion blogger on playing ‘the game’, building a brand and making millions from shoes” (Sowray, 2015). Besides The Telegraph, several other media sources and organizations recognized Ferragni’s achievements and accomplishments through the years. Posting pictures and texts about her everyday life in the beginning she soon has become famous in the fashion scene. A personal interest and passion for fashion transformed into a business. A portrayal of Ferragni in this case study helps to understand and demonstrate the process of celebtribution. Where an ordinary girl from Italy became a global fashion icon known by millions of people.

The other case study is based on the yTravel Blog from Caz and Craig Makepeace. The blog created in 2010 is based on the passion for travel and to help other people that share the same interest. They built up a great community through their different channels and reached to some extend a not to underestimate level of fame. They act entrepreneurial in the different ways of monetizing their blog, private life and travel lifestyle. Besides cooperations with companies and tourism boards they are creating revenue by selling their own products. These very diverse income streams are making the yTravel Blog especially interesting from an entrepreneurial perspective. Also turning their whole private family life into public is not usual for professional bloggers.

Even though the cases look different from each other, both are exemplary for the phenomenon of entrepreneurship. It must be stated that there are several other fashion and travel bloggers online. This makes them rather more representative cases than unique ones (Yin, 2003). Focus upon the typical will support to put emphasis on the main context and process of celebpreneurship. What makes them outstanding from the mass
is that both achieved success and popularity in their respective blogging field, at the same time they are able to monetize entrepreneurial activities. Since the cases are analysed from the start, they can be described as longitudinal cases (Yin, 2003). The advantages of the selected cases are that these provide longitude data of the process and development of celebpreneurship.

4.2 Chiara Ferragni and “The Blonde Salad”

**About Chiara Ferragni**

Chiara Ferragni started her blog “The Blonde Salad” as a 22 year old Italian law student in 2009. Co-founder was Riccardo Pozzoli, her boyfriend at that time. Driven by needs of communication and personalization she started writing about a mix of her interests in fashion, photography, travel and lifestyle (Ferragni, 2009a). Through the years The Blonde Salad has become one of the most important fashion blogs in Italy and the rest of the world. Today Chiara Ferragni is 28 years old and collaborates with various fashion companies and magazines. Moreover, she has her own shoe line and is one of the most influential personalities in the fashion business (Ferragni, 2016a).

**Used online media channels**

<table>
<thead>
<tr>
<th>Channels</th>
<th>Information</th>
<th>Start date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flickr</td>
<td>CF: 14k followers</td>
<td>November, 2007</td>
</tr>
<tr>
<td>Twitter</td>
<td>CF: 275k followers + 44k tweets</td>
<td>May, 2009</td>
</tr>
<tr>
<td>Website/blog</td>
<td>TBS: total Visits 439k in April</td>
<td>October, 2009</td>
</tr>
<tr>
<td>YouTube</td>
<td>TBS: 56k subscribers and 1.120k views</td>
<td>December, 2009</td>
</tr>
<tr>
<td>Facebook</td>
<td>TBS: 1.227k fans</td>
<td>January, 2010</td>
</tr>
<tr>
<td>Instagram</td>
<td>CF: 5.9m followers + 14k uploads + 54m likes + 4m comments</td>
<td>January, 2012</td>
</tr>
<tr>
<td>Pinterest</td>
<td>TBS: 45k followers</td>
<td>March, 2012</td>
</tr>
<tr>
<td>Google+</td>
<td>CF: 146k followers</td>
<td>November, 2012</td>
</tr>
<tr>
<td>Instagram</td>
<td>CF: 189k followers +1k uploads + 2m likes + 16k comments</td>
<td>February, 2015</td>
</tr>
<tr>
<td>Snapchat</td>
<td>Statistics not available</td>
<td>March, 2015</td>
</tr>
<tr>
<td>Twitter</td>
<td>TBS: 5k followers + 0.5k tweets</td>
<td>May, 2015</td>
</tr>
</tbody>
</table>

*All of statistics for the Chiara Ferragni Case Study are conducted on the 11th of May, 2016*

**Table 3: Ferragni’s Used Media Channels (own elaboration).**

The blog “The Blonde Salad” is available on the website http://www.theblondesalad.com, an application and different online media channels. Ferragni is active on all mainstream social media channels and started to use them when
they gain popularity. She uses some of these channels for The Blonde Salad (TBS) as well as herself (CF).

The data gained through the observation of different media where Ferragni has been active. The main investigation is made on her blog The Blonde Salad as the medium where she is active for the longest period. In addition, Instagram has been chosen to have kind of trend barometer because of the possibility to comment and like or dislike pictures. Only the personal Instagram of Ferragni is considered, since this account has more interaction and followers. The Blonde Salad account is overlapping much with the blog. The content of the remaining media channels such as Google+, Facebook, Twitter or Pinterest, also do not differ to a large extent as most posts refer to her blog. The channels Flickr and YouTube are also added to the observational studies. Flickr was the medium Ferragni used before she started her blog and YouTube is used to receive an impression on her video-blogging behaviour. All observations on her businesses have been made through these different media channels. Table 3 provides an overview about the different channels and their followers.

**The Development of The Blonde Salad Blog**

The idea of “The Blonde Salad” was an independent blog about Chiara Ferragni after spending several years on Flickr. It should contain genres of her personal interest. In the first post Ferragni described it as follows: “The name is “The Blonde Salad” because this blog is gonna be a salad of myself. The ingredients will be those which have always characterized me: fashion, photography, travel and lifestyle” (Ferragni, 2009a). She involved the readers especially in the first weeks by asking them about their preferences and answering comments (Ferragni, 2009b) and questions about her personality (Ferragni, 2010a). To keep the readers’ interest and increase the number of followers different changes have been made through the time. Examples can be found in the listing of brand names (Ferragni, 2009c) and the enclosure of videos (Ferragni, 2012a).

Even after a few weeks the blog’s potential became obvious. In November 2009 Ferragni wrote “I already am very proud of my little blog, I want it to become a big project involving all the things I like” (Ferragni, 2009c). To achieve this goal the readers were asked several times to register and add her on Bloglovin’, a portal where you can follow several blogs (e.g. Ferragni, 2010b). The number of followers grew rapidly over night and made her entering the Top 100 most followed blogs in “general
fashion” (Ferragni, 2010c). This shows that in the beginning her blog was only about her as a person, whereas three months later it became more a mixture of fashion, private actions and the desire to gain a higher position at Bloglovin’. The trend has been followed with the introduction of her Facebook fan page and linking to her mother’s Flickr profile. In the same post a photo-shoot of Ferragni and her sister were published when she was just 5 years old. This underlines the sharing of her private life (Ferragni, 2010d). In the following weeks the blog reports new photographic equipment and the first invitations to different fashion events and shows where she met other bloggers (Ferragni, 2010e). In this time she described her life as

“*I’m doing a million things in these days among the projects I’m working on: I’m writing, taking photos, writing down ideas, going around. I don’t wanna tell you anything until it will all be 100% sure, but I hope you can appreciate what I’m building up to make my blog better.*”

- Ferragni, 2010f

This statement should become true in the next months. Repeating the importance of following her on the other channels as Twitter (Ferragni, 2010g) Ferragni also introduced the first giveaways in cooperation with different brands to her readers in June 2010 (Ferragni, 2010h) and her personal shoe line in September the same year (Ferragni, 2010i). In December she summarized 2010 as “*probably one of the best years of my life so far*” by mentioning the different collaborations and activities (Ferragni, 2010j). Travelling was also one of her key themes of her shared content. She has been on a European trip with her former boyfriend Pozzoli and visited different cities for working reasons even that she was still a student at that time (Ferragni, 2010j).

In 2011 Ferragni continued travelling. Posts have been made from Tokyo (Ferragni, 2011a), Shanghai (Ferragni, 2011b) or Dubai (Ferragni, 2011c) to mention just a few examples. Furthermore, her blog became available as a mobile version, “*The Blonde Salad Application*” (Ferragni, 2011d) and the 10 tracks compilation “*The Blonde Sound*” was created with a friend of hers. Part of her philanthropy project, all the profit of The Blonde Sound was stated to be donated to a charity association (Ferragni, 2011e).
From the posts in 2010 and 2011 it can be seen that the content has been extended by her passion for travelling even that the focus is kept on fashion (Ferragni, 2009a). A second reason given in April 2010 is the work: “I’m proud to be Italian, even if I think that abroad is easier to be successful and to have big job satisfactions” (Ferragni, 2010a). In 2011 Ferragni took 38 planes, most of them business travels and extended The Blonde Salad team inter alia with Pozzoli working now full-time after graduation (Ferragni, 2011f).

“In 2011 TBS crew, The Blonde Salad team, was born: Richi, Claire, Angelo and Tommy work with me as a team. I’m the only editor of the blog and I’m the only one using all the social networks, but I could never do all these things I do If It wasn’t for them :)”

- Ferragni, 2012b

The growing popularity with readers from 180 countries led to the translation of her blog into Portuguese as a third language in addition to Italian and English (Ferragni, 2012c). Blogging became more and more professional and contained less private details. This can be seen in the photo quality and the photo scenes. Giveaway actions for example what she did at the beginning on her blog were replaced by fashion live streams or by pictures with less focus on her personal life (Ferragni, 2013a). In an “end-of-the-year review 2013” she described this change as the process of growing up. “My life changed so much: my long relationship ended, a new one begun, I started to spend most of my time in Los Angeles, I travelled without stopping, explored places all around the world, grew up in both my personal side and in my job” (Ferragni, 2013b). On the same blog she also adds that the number of her employees grew from 4 in 2012 to 10 in 2013. “We moved from working in my living room to a real office, that we launched in May 2013” (Ferragni, 2013b).

Whereas the posts were in the categories of “looks” or “look stories” in the former years it has been extended especially during 2014. New categories such as “shopping”, “photos”, or “press” were added to the blog (Ferragni, 2014a). Ferragni described this as:
“The Blonde Salad grows with me: this is its newer version, with more contents, stories and inspirations. Inspiring you to be the best version of yourself, to be open to changes, being loyal to your identity. To travel, discover, enlarge your views. To not be afraid of making mistakes. To write your own story, to make a difference with the smallest actions”

- Ferragni, 2014b

This process continued in 2015. The implementation of more categories decreased the personal awareness and involvement of Ferragni through the time. She is still present on some pictures but less than in the beginning. The contents are not exclusively written by her anymore but from different members of the crew (Malinconico, 2015). Posts made Ferragni include almost no private sharing’s. Instead they focus on fashion and give the reader information about the locations of her photo shootings (Ferragni, 2015a). Today The Blonde Salad is a blog that combines travel and inspirations, including shopping, trends, beauty, photos, people, and quotes, still owned by Ferragni and Pozzoli (Ferragni, 2016a). Or in their own words: “The Blonde Salad is much more than a blog today, it’s a real source of inspiration and style for millions people in Italy and around the world” (Ferragni, 2016a). Her crew adds postings on the other topics such as beauty, shopping and people (Ferragni, 2016b).

**Ferragni on Flickr**

Which intention she had for Flickr is not stated. Nevertheless her passion for posing in the camera becomes obvious in this profile. Ferragni likes to make crazy faces and to give an impression on her private life to other people (Ferragni, 2016c). The oldest entry to find is from the beginning of July 2009 and showing Ferragni sitting on a couch with a laptop. The title is “Mi storiorganizzando” which means “I am reorganizing” (Ferragni, 2009d). From the comments it can be found out that she was not active for some time. A user, Anonymus, comments on the picture “Welcome Back, I now realize how much joy and adventure you bring to flickr. Did you say all your pictures are gone? I’m crying, I really treasured your fun personality shots with the facial expressions. Please, please reshoot them. Am I sounding like a fan?” She answers: “Scream the photos are gone but i still have them on my mac, so i’ll upload the best ones ;D” (Ferragni, 2009d).
The pictures available look less professional in the beginning (Ferragni, 2016d) and more professional with a focus on fashion in the end (Ferragni, 2016e). The last picture has been posted in December 2013 without any special title (Ferragni, 2013c). The pictures in between are diverse. Older pictures show her with her boyfriend or on travel (Ferragni, 2016d) whereas more recent posted content support her shoe collection (Ferragni, 2011g) and other promotional campaigns (Ferragni, 2011h). The interaction stopped as well over time. She does not answer on comments anymore after a while (Ferragni, 2009e; Ferragni, 2013c). This can also be the reason for the decreasing number of comments over time (Ferragni, 2016d; Ferragni, 2016e).

Ferragni mentions Flickr as one reason for her early success as a blogger. “[…] another website, flickr, in which I already had a lot of followers, and It’s probably because of the “importance” I got there that my blog was successful since the beginning” (Ferragni, 2010a).
Ferragni on YouTube

The videos are in parallel with her The Blonde Salad blog and her social media channels. The videos are giving the viewers a closer look on her personal life and bloggers/fashion work that she is doing. The very first videos that she had uploaded are Italian spoken or subtitled, made and edited by Ferragni herself (Ferragni, 2016f). Remarkable point is that the videos are receiving a lot dislikes, for example her video blogs on her USA trip in 2010, having 87 likes and 223 dislikes (Ferragni, 2010k). But on the other hand you cannot see the same trend on the comments. The interaction with her followers can be seen for example on the video called “Happy Birthday The Blond Salad!” (Ferragni, 2010l), where she edited a video on her one-year blog anniversary. In 2011 she starts to share broadcasted interviews and commercials on her YouTube channel. Notable is that on the video of the 9th of November 2011 she erased the like and dislike button on her videos. (Ferragni, 2011i). Possible reason might be the many dislikes on her previous videos. But on the 24th of June 2012 she activated this option again (Ferragni, 2012d).

The end of 2012 can be seen as the turning point that her videos became more professional (Ferragni, 2012e). Professional in the way that the videos are not recorded and not edited by herself anymore. Noteworthy is to state out the video “Chiara Ferragni’s World – The New Video” (Ferragni, 2013d), which is produced by Collateral Films and published on the 18th of July 2013. It is about her social media and blog statistics and concludes that she has 2.3 million social media and blog connections per month. In July 2013 she also created a 5-episode promotional web series for the brand REDKEN (Ferragni, 2013e). And this portrays this trend for the upcoming years. She is sharing less on her private life and more about her fashion businesses, endorsements and brand partnerships. Exceptional, because the most popular videos are about her as a person, see table 4.

While the less popular videos content were mainly focussed on the web series called #NextGeneration. A contest endorsed by Camera Nazionale della Moda Italiana to find and encourage new talents for the fashion industry. Chiara is member of the judge but also the ambassador of the project. The video just had 3.000 viewers (Ferragni, 2015b). Overall, she had more than 11.2 million views on all of her videos (SocialBlade, 2016a).
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the YouTube Video</th>
<th>Total Views</th>
<th>Added Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Chiara Ferragni: 17 things you don’t know about me”</td>
<td>615,612</td>
<td>12/16/2012</td>
</tr>
<tr>
<td>2</td>
<td>“Questions and answers, theblondslad.com”</td>
<td>300,514</td>
<td>08/29/2010</td>
</tr>
<tr>
<td>3</td>
<td>“Hey soul sister Chiara and Richi theblondsalad.com”</td>
<td>292,636</td>
<td>08/06/2010</td>
</tr>
<tr>
<td>4</td>
<td>“It looks like us”</td>
<td>264,050</td>
<td>07/05/2010</td>
</tr>
<tr>
<td>5</td>
<td>“Interview with Ed Westwick”</td>
<td>232,599</td>
<td>06/24/2012</td>
</tr>
</tbody>
</table>

*All of statistics for the YouTube channel are conducted on the 20th of May, 2016. (Ferragni, 2016f)*

Table 4: Top 5 Videos of The Blonde Salad Channel by Klicks (own elaboration).

**Ferragni on Instagram**

Ferragni started with her Instagram account on the 16th of January in 2012. The reason why Ferragni became active on Instagram was probably because of the steadily growth of users on this social media channel (Statista, 2016), especially on the field where she is active in; the fashion and entertainment industry. Her first post on this channel is a self-made picture with her dog (Ferragni, 2012f) and this illustrates her early posts. It is all about Ferragni’s fashion style and unconventional lifestyle with content on her personal life, travel, fashion trends, and beauty, mainly made by her iPhone. Pictures that she shares on her private life do not have more likes or comments but rather less compared on her more professional fashion oriented pictures. She refers several times to her blog when there is an update. Some other significant items are the mentioning and collaborations with various brands. Two months after her first post, she posted a picture of her own shoe line, which had positive comments on her followers (Ferragni, 2012g).

The post on the 23th of April, 2012 caused a commotion among her followers. She posted a picture with her boyfriend Pozzoli at the Coachella festival (Ferragni, 2012h). Some followers were accusing her on using drugs and alcohol; on the other hand the majority of the followers were defending her as a human being. Eventually Ferragni reacted as follow:

“What kind of problems do you guys have? You think i'd share these kind If photos if i’m drunk? You think i would show the world? We were looking on the
Having a closer look on the comments, you may conclude that Ferragni is deleting the negative comments on her pictures. Other users were complaining about the fact that some of the comments were deleted. In between her personal life and fashion lifestyle, Ferragni also seems to be involved into product placement. In June 2012 she went on a philanthropy trip to Uganda with Tommy Hilfiger, which received positive reaction among her follower. One of her followers called isabellapigozzo reacted as follow:

“Chiara you're very fortunate to have been having this amazing experience I did a similar experience a few years ago and it's amazing how we review our values and what's really important in life! It's amazing with so little be able to change a life of a child <3 “

- Ferragni, 2012i

Focussing in this period, 2012, it is notable that pictures that she shares with her friends, colleagues or family perceived less likes and comments than pictures of her own on fashion, with her dog and also pictures with other celebrities or famous personalities are doing well, for example with actor and model Ed Westwick during the Milan Fashion Week in 2012 (Ferragni, 2012j). The popularity of her dog led to a new account @matildaferragni, which is only dedicated to her dog. However the profile has not being used since February 2013 (Ferragni-Pozzoli, 2016). Remarkable comparisons are the pictures posted on the 5th of July 2012. First she posted two pictures that are linking to her posts on The Blonde Salad blog, both received around 3.500 likes. On the other hand, she posted a picture of her shoe room which received more than 20.000 likes (see Appendix 2).

Her popularity becomes more visible when she attends the Vogue Fashion’s Night Out at the Stefanel Store in Milan on the 7th of September 2012. Hundreds of fans came to the store to basically to see her (Ferragni, 2012k). The statistics of ink316.com shows that there is a considerable growth in November 2012 (see Appendix 3). Despite the fact that the amounts of followers are growing, this month gained more likes mainly because
of the Victoria's Secret Show. She shared pictures of her backstage experiences with the famous models, fashion items and of the event performances from entertainers such as Rihanna, Justin Bieber and Bruno Mars. In comparison to other events, business collaborations and commercial publications, this show received more positive reactions (Ferragni, 2012).

She started to post more professional pictures of shootings since the beginning of 2013. These pictures receive in general more likes and comments of her followers. On the 18th of June 2013, she reached the one million followers (Ferragni, 2013f). September and October were her most popular months in 2013. On the 3rd of September 2013, she posted her first Instagram video: “beautiful #fay show in Seoul #theblondsaladgoeskorea #fayseoul” (Ferragni, 2013g). The content in these months are more focussed on the field where she is active in. On a regular base she posts pictures and videos of fashion events, together with fashion personalities and brands. On the 11th of October 2013 she posted that she is among the BoF500 ‘Business of Fashion’, people who are influential in the global fashion industry (Ferragni, 2013h). At the same she keeps posting her endorsement campaigns for Superga and her own shoe collection Chiara Ferragni Shoe Collection. Her posts on luxury brands as Louboutin, Roberto Cavalli and Louis Vuitton perceive more interaction of her followers compared to her own brand and regular mainstream goods (Ferragni, 2016g).

According to the statistics on ink316.com, May 2014 was the second most popular month that year. Major events during this month were her birthday, trip to Dubai, Monte Carlo, Sardinia, Cannes and Milan. She also introduced a limited edition shoe based on the Disney movie called Maleficent. Another major growth was in September 2014, where she posted 362 media (INK, 2016a). According to these statistics this month was the popular one in likes till now. On the 8th of September 2014, she published that she won the Bloglovin awards for the third time in a row (Ferragni, 2014c). Major events in September 2014 were the New York Fashion Week, Milan Fashion Week and amFar Milan. On the 19th of September she shares an article of Womens Wear Daily:

“On @womensweardaily again: "The top three fashion influencers for @calvinklein during the week were Ferragni, Kim and Bordon, but Ferragni is far and away the brand's most powerful driver of earned media. The Milan-based
blogger's posts on Instagram, Facebook and Twitter drove more than a third, or 35 percent, of Calvin Klein's total earned media. Here we go @tbscrew @calvinklein @rachelstrugatz#theblondesaladneverstops”

- Ferragni (2014d)

Most of the contents are more professional made pictures from photo shoots and more fashion minded than her private life. She received 4 million likes less in November 2014, around 12.6 million in total based on 227-shared media (INK, 2016a). This month characterizes pictures that are based on her travel and leisure experiences. There were no major fashion events or campaigns. Although, at the end of 2014 she introduced a new Instagram account called @tbscrew (73.200 followers, 18th of May 2016), which is an account that shares content based on The Blonde Salad employees (TBS Crew, 2016).

In 2015 and 2016 there are no new patterns in the way Ferragni is sharing content with her followers. Only thing is that she is referring several times to the @tbscrew account (Ferragni, 2015c). March 2015 is the second most successful month in terms of likes with 265-shared media (INK, 2016a). Her influential online presence is noticed by several organizations. On 16th of March 2015 she was on the cover of a Vogue magazines (Ferragni, 2015d), a highly appreciated fashion magazine, for the very first time. She asked her followers to use the hashtag #ChiaraVogueCover to share their pictures with her on the cover. She described this as a dream that came true. Once more she won the Bloglovin award as ‘blogger of the year’ on 14th of September 2015 (Ferragni, 2015e).

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the Instagram Content</th>
<th>Total Likes</th>
<th>Added Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Major hair moment at Coachella day 2 @pelopantene#TheBlondeSaladGoesToCoachella#Chiachella”</td>
<td>157.806</td>
<td>04/17/2016</td>
</tr>
<tr>
<td>2</td>
<td>“#BaliMemories@themuliabali”</td>
<td>156.597</td>
<td>08/18/2015</td>
</tr>
<tr>
<td>3</td>
<td>“When bae gets romantic@andrewarthur Shot in Capri by@angelotropea#TheBlondeSaladGoesToCapri”</td>
<td>156.505</td>
<td>07/25/2015</td>
</tr>
<tr>
<td>4</td>
<td>“Brought the family to see Yayoi Kusama's infinity mirrored room #AmericanDays #TheFerragnis”</td>
<td>156.337</td>
<td>12/23/2015</td>
</tr>
<tr>
<td>5</td>
<td>“Hello Singapore #TheBlondeSaladGoesToSingapore”</td>
<td>155.782</td>
<td>04/21/2015</td>
</tr>
</tbody>
</table>

All of statistics for the Instagram channel are conducted on the 16th of May, 2016 (INK, 2016a)

Table 5: Top 5 Likes of Ferragni’s Instagram Pictures (own elaboration).
Ferragni is getting more recognized for her social online presence. Her photos are more professional and less made by her phone as in her early beginnings. The shared content is more about fashion and her lifestyle and less about her private life. Fewer brands and fashion events are involved in her newest projects. She is not naming all the brands of her clothes, shoes, jewels or visiting all fashion events anymore. However, she is still endorsing some products on her Instagram account such as Ormana, Louis Vuitton and Pantene. The products are not only in fashion as before, but can also be beauty products. And she is getting honoured and awarded for her accomplishments by several organizations such as Bloglovin, Forbes and Beauty Icon Awards (Ferragni, 2016g). In general, she receives more interaction and likes on professional token photos on self-made pictures, see comparison in Appendix 1 (Ferragni 2016i; Ferragni 2016j).

**Chiara Ferragni Shoe Collection**

The personal shoe line was introduced on her blog on 20 September, 2010. She announced it as the “first shoes designed by me” (Ferragni, 2010i). Different models of the collection have then been worn in the next posts by referring to her webshop (Ferragni, 2010m). An interesting detail is that Ferragni has an entry about the shoe selling stores in the archive (Ferragni, 2009f). It is from October 14, 2009. At this point the shoe line did not even exist. Nevertheless the oldest comment is from March 4, 2011 (Ferragni, 2009f).

In her review of the year 2012 Ferragni wrote that her shoe collection “grew for models and in numbers” (Ferragni, 2012m). In 2013 the blog presented the production facility (Ferragni, 2013i) and announced the launch of a new website together with the new collection (Ferragni, 2013j). The shoe line kept growing over time. “I worked a lot on my shoeline, Chiara Ferragni, that had the biggest results this year (and the best is yet to come)” (Ferragni, 2013b). Every now and then the shoe line is promoted on her blog (Ferragni, 2014e). The summer collection 2016 was the first campaign without Ferragni as the model. “This is the first season that I’m not the face of the campaign, and this is because I wanted to put myself fully on the creative side of the brand” (Ferragni, 2016h). Today Ferragni “is the creative director of her shoe line which is entirely Made in Italy” (Ferragni, 2016a). An advertisement of Chiara Ferragni Shoes is placed on every page of the blog (e.g. Ferragni, 2016a).
Caia Jewels
Ferragni presented her own jewellery collection, “Caia Jewels”, in the end of November 2013 on her blog. “I can finally reveal it in all details: Caia Jewels. A 25 pieces jewellery collection made in LA and designed by me, ironic but also created to tell a story. As name of the collection Caia, my nickname as a kid, which stands for everything I am now. In my collection we’re talking about relationships and love” (Ferragni, 2013k). She wore them on different picture afterwards and wrote the brand under her posts (Ferragni, 2014f). Nevertheless, the link is out of function. No hints on the existence are given in the different channels.

The Blonde Salad application
A first mobile version of The Blonde Salad has been published in June 2011 (Ferragni, 2011j). Later, in November 2012 it was renewed. “An easy and simple way to keep in touch with my world via mobile: with only a few clicks you will be able to jump from the blog to the socials, to my videos and stay tuned with all the news and the experience we’re living together” (Ferragni, 2012n). On the 12th of November 2012, she posted a picture on The Blonde Salad application. Even though the application was downloaded more than 17,000 times on the first day, the interaction on Instagram was less compared to other shared content (Ferragni, 2012o).

The Blonde Salad Book
On the 3rd of December 2013 Ferragni published her own book called “The Blonde Salad Book” on Instagram with a reference to her blog (Ferragni, 2012p). There it is described as “my book, The Blonde Salad, a manual of style tips, full of advice to be effortlessly chic in every occasion but also a selection of my favourite looks and photos, published by Mondadori” (Ferragni, 2013l). A book signing two days later is announced in the same post. At the end of the same months Ferragni wrote that it has been already reprinted of the third time (Ferragni, 2013b). At the day of the book signing she gave an insight in the book, reminds the readers to come to the event and informs them about the points of sale (Ferragni, 2013m). A visit of the Mondadori book store in Rome caused another entry about her book in June 2014 (Ferragni, 2014g).
Invitations and collaborations

The Blonde Salad opened different doors for Chiara Ferragni over time. Many examples of collaborations mainly in the fashion industries can be found. She often talks about “projects” in this case (Ferragni, 2012q). The diversity of collaborations can be seen in her review of 2013.

“2013 was for me the year of the collaborations with some of my favourite brands: from the role as global fashion ambassador for Redken (for which I’ve been reconfirmed for 2014), to the video and photoshoots for Hogan, Dior, Louis Vuitton, Valextra, Lovers and Friends, Nike, Philips, Tiffany and Co...”

- Ferragni, 2013b

In 2010 she was inter alia the presenter on the TRL Awards for the “Best Look”. Ferragni worked then as a model for the Silvian Heach lookbook and started writing once a week about fashion and youth for the “A” magazine (Ferragni, 2010j). Once in November 2012 she underlines the great personal importance of these collaborations. “Each time I come back from a trip I feel enriched of new experiences: having the chance to always leave for new destinations and having the chance to live them at their best and to start new collaborations is probably the part I love the most and I feel more grateful about my job” (Ferragni, 2012c). In the meantime she received the 100.000 followers milestone the day after. (Ferragni, 2012r) In May 2013 there is another significant growth of likes. She started to work with Bar Ill on a short movie called ‘my reality’ and collaborated with The Coveteur, a popular fashion blog. She wrote blogs as well on The Coveteur (Ferragni, 2013o). On the 30th of January 2014, Ferragni launched a new campaign for the Steve Madden Capsule Collection. The shoe collection is a partnership of both called the Blond Salad Spring Collection by Steve Madden (Ferragni, 2014h). During this period she was promoting the Steve Madden campaign and her own jewellery- and shoe line. On the 8th of April 2014, she shared that she is going work together with eyewear brand Italian Independent (Ferragni, 2014i).

Today Ferragni collaborates with the major fashion houses (Ferragni, 2016a). Figure 3 illustrates an overview about various partnerships and own business ventures through the years.
<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>• Launch of The Blonde Salad</td>
</tr>
</tbody>
</table>
| 2010 | • Presenter on TRL awards for the “Best Look”  
• Model for the Silvian Heach lookbook  
• Collaborations with the A magazine, Benetton, Nike and Dior  
• Launch of the Chiara Ferragni Shoe Collection  
• First invitation to a fashionweek (Milan) |
| 2011 | • Launch of The Blonde Salad Application  
• Collaborations with Yamamay, A magazine  
• Invitation to Cannes Film Festival  
• Invitations to several fashionweeks (New York, London, Milan and Paris) |
| 2012 | • Collaborations with Mango, Rolls-Royce, Victoria’s Secret, BMW Mini, Hugo Boss, Louis Vuitton e Burberry  
• Collaborations as designer for Yamamay and Mango |
| 2013 | • Collaborations with Redken, Hogan, Dior, Louis Vuitton, Valextra, Lovers and Friends, Nike, Philips, Tiffany & Co  
• Publication of the Blonde Salad Book  
• Launch of jewellery collection Caia Jewels |
| 2014 | • Collaborations with Madame Figaro, Steve Madden, Alberta Ferretti, Burberry |
| 2015 | • Collaborations with SK-II, Yves Saint Laurent, Calvin Klein, Vogue magazine |

Figure 3: Timeline of Ferragni’s Business Partnerships and Own Ventures (own elaboration).
4.3 Caz and Craig Makepeace and “yTravel Blog”

About yTravel Blog

yTravel Blog is a travel blog produced by Caz and Craig Makepeace, a married couple from Australia. They are travelling together for 16 years, since a few years also together with their two daughters. They lived in five different countries and visited more than 50. Their blog started back in 2010 to share their experiences and motivate also other people to travel and see the world. The blog is dedicated to people that love travel and also want to learn how to do it. They describe the intention of their blog as follows:

"We’re here to show you that you can travel anywhere in the world on little dime, you can rock up in a country where you know no one and have life-changing experiences, you can travel with the one you love and have a thriving relationship, and you can create a strong life-long bond with your children through the shared memories of travel."

- Makepeace, Caz and Craig, 2016a

They managed to create a successful blog with over 300.000 visitors a month and thousands of followers on Facebook, Pinterest, Twitter and Instagram (Makepeace, Caz and Craig, 2016b). On this different media channels they connect with their followers and share their experiences, knowledge as well as their private lives. They are now professional bloggers that are creating their income with the blog through different ways. The income is stated as a six figures amount (AUS$) each year (Makepeace, Caz, 2014b).

Used media channels

yTravel Blog has a appearance on several different media channels in the internet. In addition to their blog homepage www.ytravelblog.com they are currently working with the most common social media channels. Used channels are Pinterest, Facebook, Instagram, Twitter, YouTube and Snapchat. Every of these social media channel has a specific purpose and need to be handled differently. Regarding their own statement (Makepeace, Caz and Craig, 2016b) the yTravel Blog homepage www.ytravelblog.com has over 352.000 unique monthly visits, which refers to a page visitors that using the
website within a defined timeframe from about 30 minutes. Their monthly page views are over 554,000, which means the total number of viewed pages or posts. Beside their blog posts they provide a weekly email newsletter with currently 16,000 subscribers (Makepeace, Caz and Craig, 2016b). Their travel blog webpage is their main home in the internet and the most important media channel to run their travel blog business. Table 6 shows their appearance in the different channels. Being present on these channels supports in addition their Google ranking. Because more shares and likes will mean a better search engine position and therefore more traffic on their webpage (Makepeace, Caz, 2011a).

<table>
<thead>
<tr>
<th>Channels</th>
<th>Information</th>
<th>Start date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Total Visits April 2016: 289k `</td>
<td>March 2010</td>
</tr>
<tr>
<td>Twitter</td>
<td>43k subscribers + 47k tweets</td>
<td>April 2010</td>
</tr>
<tr>
<td>Facebook</td>
<td>48,363 fans</td>
<td>July 2010</td>
</tr>
<tr>
<td>YouTube</td>
<td>606 Subscribers + 63 uploads + 128k views</td>
<td>October 2010</td>
</tr>
<tr>
<td>Instagram</td>
<td>31k followers + 5k upload + 627k likes + 21k comments</td>
<td>April 2012</td>
</tr>
<tr>
<td>Pinterest</td>
<td>4m followers</td>
<td>N/A</td>
</tr>
</tbody>
</table>

All of statistics for the yTravel Blog Case Study are conducted on the 17th of May, 2016.

Table 6: Makepeace’s Used Media Channels (own elaboration).

The Development of yTravel Blog

The landing page of ytravelblog.com welcomes the visitor with a clear structure and the purpose of the blog “How Can We Help You Travel More?” (Makepeace, Caz and Craig, 2016c). The reader can choose between four categories with several subcategories. As the first two topics "Start Here" and "Destinations" are more content based, the tiles "Book Your Trip" and "Ebook" are promoting their own products and affiliate partners in a concrete way.

"Start here" provides the readers with different information regarding travel e.g. Money saving, choosing a travel destination, family travel, photography etc. The categories are bundles of different blog posts made by them during the time, which makes it easier for the readers to get the information they are seeking for. Within these topics and blog posts they combine information with business. Often affiliate links, partner websites or their own products are mentioned and linked. The blog posts have a commentary function, where their followers can comment and discuss the topic. To understand how
yTravel Blog became so successful, the blog and its development is observed in more detailed way.

The first blog post goes back to the 24th of March in 2010. In this post they introduce themselves and their blog with its purpose to inspire people to travel more, with blogging about tips, strategies and stories.

"We are so excited to begin our traveling journey once again with you all [...] We love this life of ours. It's our passion and we are so excited to be living it through this blog/website [...] we will share with you all our insider travel tips, strategies and stories as to how we can inspire you to have the greatest travelling adventure yet!"

- Makepeace, Caz, 2010a

The second post in their blog from the 28th of March 2010 (Makepeace, Caz, 2010b) takes up the main purpose of the blog and tries to help the reader by choosing their vacation destination. The next posts are dealing with their travel to New Orleans (Makepeace, Caz, 2010c). The texts are written in a very personal way and describe details from their family travel. They include pictures of them and their daughter as well as videos (her dancing daughter in the park). The quality of the pictures and videos looks amateurish as well as the structure of the post (e.g. a lot of space between texts, big differences between picture sizes, see Appendix 4). As the video in the post was only watched 185 times (Makepeace, Caz, 2010d) it can be concluded that their follower base back then was pretty small and not many people have seen their early posts from 2010 until today. Also the commentaries in the post about New Orleans are trending from 0-2 comments (Makepeace, Caz and Craig, 2010d).

On the 5th of April 2010 their post with the name "How to Live a Life of Travel Around the World" (Makepeace, Caz, 2010e) got quite some attention with over 20 comments. 12 are from their followers and 8 made by Caz which shows the interaction between them and the followers. As the post is dealing with the question "how to travel more?" she engages and motivates to just start travelling and how to overcome difficulties like lack of money, experience or support. Dealing with the fears that many people have, she inspires the community to defeat these fears how the comment of "David" reveals: "This
is an inspiring post Caz because you’re right. Just do it. Don’t be afraid to take initiative, because once you do, everything will begin to fall into place. Thank you.” (Makepeace, Caz, 2010e). Their posts continue dealing with different stories about their travel and advices. These first months seem quite unstructured because they are dealing with so many different topics.

At the 15th of May 2010 a post with a text of an assignment of her travel writing school is posted (Makepeace, Caz, 2010f). This post shows that they try to improve their blogging skills with better texts for their followers. Two month after starting their blog they include affiliate marketing in their blog. In their post of the 26th of May 2010 they blog about a competition organized by Hostelbookers.com. They share an affiliate link to this homepage, in order to monetize this post (Makepeace, Caz, 2010g). Another observation of the first month is, that they often interview other travellers or bloggers (e.g. Makepeace, Caz, 2010h and Makepeace, Caz, 2010i). Furthermore they have guest writers that write for them, which promote themselves or their blog through yTravel Blog (e.g. Garland, 2010).

On August 31st of 2010 Caz Makepeace blogs about the travel writing course she took mentioned a few month ago (Makepeace, Caz, 2010j). She writes, that she learned a lot "about freelance work- how to do it, how to approach editors, how to take on press trips, and how to advertise” (Makepeace, Caz, 2010j). In a blog post from the 15th of September 2010 they write about their growing success and recommend another blogging course, that helped them to grew and monetize their blog (Makepeace, Caz, 2010k). The development of the blog proceeds not only in improved writing, after a few months their posts seem still private, but not that narrative anymore about specific small events. Their focus shifts to specific topics dealt with in the blog posts e.g. "Favourite Festivals around the world" (Makepeace, Caz, 2010l). Furthermore, new ways of monetizing the blog appeared as sponsored posts for products (Makepeace, Caz, 2010m). After the first six month they conclude an Alexa website ranking of 75.000 with 710 Facebook fans and 1350 Twitter followers (Makepeace, Caz, 2010n).

In May 2011 they post their first bigger advice post of "How to find budget accommodation deals" (Makepeace, Craig, 2011) linking with affiliate deals in their text to several different accommodation booking pages. These advices are highly
appreciated like the commentary section reveals. In the same month they start a podcast talking about travel (Makepeace, Caz, 2011d). As part of their development and their increasing popularity, the speaking at the ProBlogger Conference in Melbourne in October 2011 (Makepeace, Caz, 2011b) and their selection as a finalist at Nuffnang Asia-Pacific Blog Awards 2011 (Makepeace, Caz, 2011c) can be mentioned.

In 2012 they are partnering with Quantas, an Australian airline, to promote a lottery winning free flights (Makepeace, Caz, 2012a). As always they state at the end of their post, that the blog post was sponsored or in cooperation with the company. In 2012 more and more sponsored posts and cooperations can be observed that promote products, brands and companies. Also in 2013 this trends continues and sponsored posts are becoming more common, for instance, partnerships with MasterCard (Makepeace, Craig, 2013), and CBA Travel Money Card (Makepeace, Caz, 2013a). In November 2013 they publish their eBook about "How to create a travel life you love" (Makepeace, Caz, 2013b), which concludes all their tips and advices in one book.

They also try to involve their community besides commenting under their posts. They regularly ask for their participation like in their post from June 2014 "Where did you travel to in May?" (Makepeace, Craig, 2014a). This post received more response then usual with in total 86 comments including yTravel Blog answers. They engage with their followers, answer questions and giving advice. In 2014 they improved their website layout, after a feedback of a reader, to make it more user-friendly (Makepeace, Craig, 2014b). Especially they structured their posts into new categories and improved the navigation. Furthermore they are focusing more on monetary issues, because a lack of money is mostly the highest barrier for travel (Makepeace, Craig 2014c). They also published their second eBook "Step into sacredness", wrote for an external travel homepage and had some speaking events (Makepeace, Caz, 2014a). Their growth and development can be measured by the several sites mentioning them as top travel bloggers e.g. Virgin Australia or USA Today. They were also listed as the top travel blog in Australia (Makepeace, Caz, 2014a).

In 2015 they developed their blog in ways that included more and new income streams as well new opportunities to grow popularity. They became ambassadors of the brand Garnier, appeared in TV, Podcasts and created new partnerships with booking pages.
They established a new online course dealing with monetary issues and continued their focus on money from 2014 and posted significant number of articles dealing with these issues (Makepeace, Caz, 2015a). They are also growing a team of paid contributors to their blog and created a business plan for 2016 "The first time we’ve sat down to nut out a solid business plan for yTravel. We’ve got great clarity and direction. Now to implement it and make 2016 even better for you" (Makepeace, Caz, 2015a).

In 2016 they focus apart their destination tips on how to travel as a family and started a new series about it also interviewing different families to their travel with children (Makepeace, Caz, 2016a). Their several posts to this topic shows the focus on this topic very clear "Travel with a toddler tips – the pros and cons", "Tips for traveling with a baby – pros and cons" or "Family travel series: Making family travel a lifestyle" are three posts only during May (Makepeace, Caz and Craig, 2016e). They also had their first overall post about "How to start a travel blog in 11 Steps" in February 2016 (Makepeace, Caz, 2016b). In this post they state how they created their blog and made it that successful. The article includes several affiliate links to software products they use as well as promoting blogging schools and their own webinar.

In another blog post from January 2016 about blogging (Makepeace, Caz, 2016c), she describes the importance of passion when people want to start blogging. They say that their initial intention was not to make money with travel blogging. More over it was their passion in travel that made them starting the blog as Caz Makepeace (2016c) states in this post.

"But, I didn’t start a travel blog because I wanted to travel more and make money travel blogging. I actually started because I had this burning desire to share and to make life more than about just what I could get[...]My plan was to just follow my heart, regardless of me not knowing what I was doing. Some would perceive that as a risk, I saw it as an adventure worth taking[...]I wish I did know what I was doing as it would have made the creation of our travel blog business faster and easier. But, the journey is where the magic happens."

- Makepeace, Caz, 2016c
Within the observed years the blog turned from amateurish to professional. But they still have their aim in mind to help and inspire people with their posts. They include their followers and let them participate in their travel adventures, family life as well as business, which makes the blog valuable for the reader.

**Makepeace on Pinterest**

On their social media page Pinterest they have over 4 million followers (Makepeace, Caz and Craig, 2016f), which makes it for yTravel Blog the most important social media channel to bring people to their blog. As the platform is more dedicated to visual content it doesn't serve the purpose of building up a close community (Makepeace, Caz, 2016b). They post images from their blog on Pinterest and link them to their blog homepage. On their Pinterest page they have 63 different categories with different topics. People who like their pictures can "pin it" to their own account in their own categories. Other people can see this pin as well with source, which is in this case yTravel Blog. With people pinning their pictures their popularity increases, because followers who pinned their pictures promote these pictures to their own followers. A simple click on the picture is enough to get forwarded to their blog. The content follows mainly the images in their blog and forwards the Pinterest user to the respective post. A timely following of the Pinterest account is not possible due its category functionality. In a blog post from September 2012 they celebrate their 2 million Pinterest follows, which doubled now until 2016 (Makepeace, Craig, 2012).

**Facebook**

On Facebook they have 48,000 likes for their page (Makepeace, Caz and Craig, 2016g) and it is by far the main platform for interacting with the community. "*The traffic coming from Facebook isn't that big, the main purpose is brand building and community creation*" (Makepeace, Caz, 2016b). In the beginning of their blog in 2010 they engaged with their followers a lot about Facebook by asking questions to them. Especially building up connections with other bloggers are tried to build up asking them to explain and post a link of their blog in the comment section (Makepeace, Caz and Craig, 2010a, see Appendix 5). They also wanted to know about their followers and ask them personal question such as where they are from, where they are travelling currently etc. (Makepeace, Caz and Craig, 2010b, see Appendix 6). Furthermore they involve their community by sharing images and ask questions regarding a specific topic.
(Makepeace, Caz and Craig, 2010c). After 2010 this very personal questions to the followers decrease and the posts become more travel based with pictures, videos and sharing news around their activities. But they still ask questions to their followers in nearly every post. They also promote their other social media channels through Facebook. In 2016 especially their YouTube channel seems from a particular importance for them, because of the amount of posts sharing videos from their YouTube channel (e.g. Makepeace, Caz and Craig, 2016h).

**Makepeace on Instagram**

On Instagram yTravel Blog has 31.000 followers (Makepeace, Caz and Craig, 2016i). It is used to show the most beautiful images and interact with followers (Makepeace, Caz, 2016b). They started their Instagram account in 2012 with an image of a fish taco (Makepeace, Caz and Craig, 2012a, see Appendix 7). In the beginning of the blog their pictures consisted mainly food, family pictures and travel pictures like landscapes (Makepeace, Caz and Craig, 2012b, see Appendix 8). In March 2016 their pictures look more professional and are a mix of family pictures, shared blog posts, travel quotes as well as landscapes (Makepeace, Caz and Craig, 2016i, see Appendix 9). The most liked pictures by the followers are landscape pictures how the analysis with ink361.com concluded (INK Limited, 2016b, see Appendix 10). The most comments are received by pictures calling for an action of the followers, which motivate to participate in a discussion.

**Twitter**

Twitter provides yTravel Blog with 43.000 subscribers (Makepeace, Caz and Craig, 2016j) and serves the purpose of networking with the industry and of course sharing relevant content with their followers (Makepeace, Caz 2016b). From the start of the account until today they tweeted about 47.000 times (Makepeace, Caz and Craig, 2016j). They mainly post links to their blog (Makepeace, Caz and Craig, 2016k) and short statements (Makepeace, Caz and Craig, 2016l). Furthermore they promote their other channels in order to motivate their twitter followers to follow on Instagram (Makepeace, Caz and Craig, 2016m) or YouTube (Makepeace, Caz and Craig, 2016n), if they like see more visual material. It can be seen from the latest posts in 2016 that Twitter is used mainly as a promoting platform.
**Makepeace on YouTube**

Compared to the other social media channels their YouTube account is rather small and only has 606 subscribers and about 128,000 video views in about 5 years (SocialBlade, 2016b). yTravel Blog is uploading Webinars, blogs about their travels and other short videos showing them during their travel adventures (Makepeace, Caz and Craig, 2016o). In their comment section they reply due to the little amount of comments, to nearly every one.

**yTravel Products and Services**

Caz and Craig Makepeace create their own unique products that are related to their blog and overall lifestyle. They deal with problems and topics that they face on their own. With these products they give their experiences and knowledge to their customers. They wrote two eBooks dealing with travel and questions of life. Furthermore they provide an online training and coaching dealing with monetary issues like "How to move from blog to business". Because of the strong connection to their lives and lifestyle the products seem very reasonable and from value for their followers (Makepeace, Caz, 2014b).

The first eBook "Create the Travel Life you Love" deals with the topic "Travel Life Creation" and gives the readers tips and advices how to include more travel into their lives, overcome fears or basically save money and plan a trip. The eBook is available for 37 US$ (Makepeace, Caz and Craig, 2016p).

> "Our epic travel eguide will teach you how to wade through the overwhelm and confusion to start your travels + give you a toolbox of smart strategies and formulas you can apply to make it happen no matter your life circumstances or travel style."

- Makepeace, Caz and Craig, 2016p

The second eBook "Step into your sacredness" tries to help people with their overall life despite from travelling. It is available for 49 US$ and includes an additional travel life package and guide book.
“Step into Sacredness is the compass that will confidently help you navigate through your mental barriers, fears, and doubts to create the life you really yearn for.”

- Makepeace, Caz and Craig, 2016p

They are offering private mentoring and coaching sessions, in which they teach blogging and monetizing a blog. The coaching consists of online seminars, email support between the sessions, promotion of the blog through recommendations, and a tutoring group in Facebook (Makepeace, Caz, 2014b). The cheapest package for their coaching starts at 175 US$ per a single coaching hour (Makepeace, Caz and Craig, 2016q). With their pre-recorded webinar "How to move from blog to business" available for 67 US$ they teach interested blogger how turn a blog into a profitable business. The coaching helps their customers creating the same lifestyle by establishing a blog and earning profits from travel experiences (Makepeace, Caz and Craig, 2015b).

They also teamed up with B-School, a blogging school that offers an eight-week online training on building up a successful blogging business. People who join this course through them receive mentoring by yTravel Blog (Makepeace, Caz, 2015c). For promoting this course, they did also themselves, they receive a commission, what they communicate very openly to their readers "Each year since, I’ve become a super proud partner of B-School and promote it. Of course, I receive a commission in doing so. In return, I offer a package of bonuses as a way of saying thanks and to help people move through the course in a supportive community" (Makepeace, Caz, 2016e). Caz Makepeace started additionally their own program which is called the "30-day money cleanse", which provides help in monetary issues. It consists of training materials, videos, implementation plans and a private Facebook group in which the participants can connect with each other. This program is offered for 97 US$ (Makepeace, Caz, 2016d).

**Marketing Campaigns for Brands and Tourism Boards**

They do marketing campaigns for brands and tourism boards in order to promote them. They share their experiences with their followers in form of articles, pictures or videos. Therefore they get paid by their clients or earn the trips they are blogging about for free.
A partnering company is for example Ford Australia that provided a new Ford Territory for their Australia road trip (Makepeace, Craig 2014d). With this partnership they wrote several blog posts mentioning their new Ford car and the brand (Makepeace, Caz and Craig, 2014). Other partners they worked with and created blog posts for are Qantas, Tourism Australia, Canon, Destination NSW, Tourism Queensland, Tourism Authority of Thailand, Nissan and Kidspot, Trover, Microsoft, Shell (Makepeace, Caz and Craig, 2016b).

Sponsored posts

Sponsored posts are posts in their blog or social media accounts paid by a company or brand. The advertising company can gain through their blog access to a clear defined target group and reach them with their advertisement. As the posts are written by yTravel Blog they are bringing in their credibility and transfer these assets to the advertised product or brand (Makepeace, Caz, 2014b). As example the sponsored post of "NoNetz Swimwear" can be mentioned (Makepeace, Craig, 2015). In his post he can be seen during different activities wearing the shorts. His test states the advantages as well as improvements he sees for the shorts: "What would I change?"

This post reflects clearly their code conduct for paid advertisements stated in their disclosure statement: "Y Travel Blog is compensated to provide an opinion or review on products, services, websites and other matters. However, irrespective of the receiving compensation or not, Y Travel Blog will always give its truthful opinion, findings, beliefs and experiences on those matters" (Makepeace, Caz and Craig, 2015a).

Speaking

Caz Makepeace speaks on conferences of tourist boards or blogging and social media conferences. Hereby some events are paid, while other are not. As she was a teacher for 15 years she likes being on stage (Makepeace, Caz, 2014b). She spoke for example at Melbourne’s Problogger conference in 2012, two years after starting the blog, about their social media appearance. "I will be getting up there to chat about building community and to share our crazy Pinterest story – 2.5 million followers to date!" (Makepeace, Caz, 2012b)
**Affiliate marketing**

By promoting products and services through their blog they receive a commission. They have affiliate partnerships with booking.com, Airbnb and rentalcars.com. Products they recommend, for example travel gear, is mostly connected to Amazon. Affiliate marketing works with the homepage links published in their blog. If a reader clicks on this link he is directed to the shop or homepage were he can purchase the promoted product. In most of the cases the link distributor only receives a commission, when the product or service is purchased. For example they recommend booking.com in their article about *"How to find a cheap accommodation"* (Makepeace, Caz and Craig, 2016d).

**Freelance content creation**

Besides their main blog they are creating content for external clients. They write, take photos and videos for tourist boards or other blogs. But they also count magazines to their customers (Makepeace, Caz, 2014b). For the future they have several ideas how to even more income streams could be established. They think about consultancy work for tourism boards in order to improve their online visibility or content. Launching some kind of online travel agency or offering guided tours. Also a TV show following their travel adventure could be a possibility (Makepeace, Caz, 2014b). Figure 4 presents an overview about some collaborations and own business ventures between 2010 and 2015.
<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
</table>
| 2010 | • Launch of yTravelBlog  
      • Invitation to hold a speech on the ProBlogger Conference in Melbourne |
| 2011 | • Collaboration with Quantas  
      • Presentation of tele-seminar on travel blogging  
      • Speech about the travel blog’s success on the ProBlogger Conference |
| 2012 | • Collaborations with Canon, Quantas  
      • Launch of mentoring program in cooperation with B-School |
| 2013 | • Publication of „How to create a travel life you love“, their first ebook  
      • Collaborations with Tourism Authority of Thailand, Mastercard |
| 2014 | • Publication of „Step into your sacredness“, their second ebook  
      • Collaborations with Ford, Canon, Trover, Tourism Queensland  
      • Several speech invitations  
      • Invitation to the White House |
| 2015 | • Collaborations with Trover, Garnier, Tourism Queensland, NoNetz, Booking.com, rentalcars.com, Conde Nast  
      • Speeches at ProBlogger and SoMeT  
      • TV invitations to The Today Show and Places we go |

Figure 4: Timeline of Makepeace’s Business Partnerships and Own Ventures (own elaboration).
5 The Exploration of Celebpreneurship

This chapter connects the empirical data with the theoretical framework to create an understanding of different actions taken by the Makepeaces and Ferragni.

5.1 Social Network Building and Capital Transformation

The observation of the two different cases has shown how bloggers are creating social networks in new social fields and generate different forms of capital in order to build up a business.

In both cases the Makepeaces and Ferragni were already related to the blog topics before they started their blogs. They had created capitals through their previous actions in other fields that helped them to build up their blogs. The Makepeaces earned cultural and symbolic capital in the field of travel. They travelled and lived around the world, which made them create cultural capital through working and living abroad as well as symbolic capital in forms of their ways of travel and lifestyle focusing on travel. Their lifestyle of travelling as much as often as possible is recognized by the people around them, which made them to experts in this field for a smaller group of people. Ferragni was before her blogging career already interested in fashion, photography and lifestyle. Therefore she also had knowledge in this fields and some first experience in sharing pictures via the photo sharing platform Flickr. From this she can account cultural and symbolic capital, which made it easier for her to argue the creation of the blog and write about these topics. The experiences the cases made in their previous fields, created a certain amount of capital, which was therefore transformed from this fields like travel and fashion to the new field of blogging. As they are describing in their blog posts, starting up their blog was mainly based on their passion for the respective topic and their gathered experience in it. In the field of blogging new actors appear which are for instance: the followers and readers, other bloggers or companies and brands.

The creation of a blog was the first step of building up a new network around them and their actions. From particular importance for Ferragni was in this context especially one "strong tie" in form of her boyfriend Pozzoli, who acted as co-founder and created the blog together with her. Also Crag and Caz Makepeace created yTravel Blog together
and their relation to each other can as well be classified as "strong tie" connection (Granovetter, 1973).

As the creation of a blog is always a part of sharing things with people, the move into public is necessary for building up a larger network, which goes beyond personal relationships. In the starting phase of the blogs it can be observed, that building up networks and relationships through the blog seems from particular importance for them. Ferragni is asking her readers about their preferences in the content and interacts with them through answering several comments. The Makepeaces are using the same strategy. To connect and build up relationships or a network they use mainly Facebook. In their first year, 2010, they often ask their followers personal questions and if they have as well a blog. Through this they connect with other bloggers that are later featured in their blog with interviews or guest articles. It can be assumed, but not observed, that they appear as well in other travel blogs to promote their own blog. Building up a wide network with other bloggers, but also with followers or readers creates access to new resources and possibilities, which relates to Weyer's (2011) concept of the information flow in networks. As the blogs are barely unknown in their starting phase it is important for them to create these networks in order to promote their blog in different social networks, which are on the one hand the reading and following community as well as the blogger community. By building up these ties (Granovetter, 1973), which can be described in the specific context as "weak ties" because of the loose connection to the followers or other bloggers, the information of the existence of the blog is spread into the different fields and networks these people are acting in. Likes, comments or shares of Facebook posts by the community are increasing this effect and raising the visibility of the blogs.

With a growing community following, the blogger's social capital increases, which relates to power and influence on all other participants in the network. The bigger the network gets and the more weak ties are established the higher the social capital and the power in the network gets for the blogger. Therefore, Ferragni and the Makepeaces make use of the different social media channels. As the features or exploitation interests differ from channel to channel, the overall aims of social media channels, building up communities and networks are the same. This is why those networks are from particular importance for the bloggers and why they promote to follow them on different channels.
also in other social networks. Hereby also other factors like the different user structure of the social media channels could be an important factor them.

Bourdieu (1986) describes economic capital as one of the most important capitals, because it can be transferred into all other capitals. The observation has shown that the economic capital of both observed bloggers was rather limited in the beginning. Through building up social capital in their used communication channels, as well as using their cultural and symbolic capital, they managed to create ways of monetizing their blogs through entrepreneurship. The created income streams as the shoe line of Ferragni or the eBook published by the Makepeaces are the results of the transaction process. Without the high social capital and the big network of people following their blog the potential customer base would have been rather small or not existent. Due to an increasing power within the network, they gain the attention of other actors of the field. For instance companies which see the power of influence by the bloggers on their huge network of followers. This increased social capital is transformed by cooperations with companies and brands into economic capital. At this point the collaborations of Ferragni with big fashion brands or Makepeace's collaborations with airlines can be mentioned.

Supportive in this sense is especially the amount of symbolic capital that helped to create the economic capital. The symbolic capital is further developed during the time of blogging. For example, the communication with readers can create faith and trust in forms of symbolic capital, if it is honest and reliable. With every post that is experienced as valuable for the reader the symbolic capital increases. Also certain behaviours like refraining from hidden advertisement and stating partnerships or sponsored posts clearly to their readers can support the development of this capital, through an increased faith and trust in the blogger.

As the products, brands or services are normally related to the topic of their blog or their private lives they can transfer the credibility they have achieved in this field to the product. Hereby the two cases differ in forms of handling these particular cooperations. While yTravel Blog is clearly informing their readers about how they monetize their blog, The Blonde Salad does not always reveal the basis for its posts. The negative effects, of this behaviour by Ferragni and her Crew, on the symbolic capital could not be observed. The honest communication of the several income streams by yTravel Blog
leads to the development of coaching and mentoring programs, which they are offering nowadays. For the potential customers of these programs it is transparent how yTravel Blog builds up its blogging business and how it is monetized. This clearly supports the trustworthiness of their products, which is basically achieved through symbolic capital.

The nomination and winning of several blogging awards creates cultural capital. Also the attendance of fashion events, in the case of Ferragni, or appearance within TV shows as the Makepeaces, increases this capital. As the Makepeaces are also offer paid coaching in blogging, their participation in different blogging schools supports their ambition in teaching customers their knowledge.

By trading these capitals into economic capital they have the opportunity to invest this capital in order to create more social, cultural or symbolic capital. For example hiring employees to maintain the blog or write articles, as Ferragni does with her TBS Crew, strengthens the blog’s position in this particular field. The Makepeaces invest their financial assets mostly in travel, which creates more content for the blog and therefore the growth of their social and symbolic capital.

The analysis of the bloggers shows that they know how to use especially social, symbolic and cultural capital. They trade it between each other and increase it under the overall aim to gain economic capital. By contributing and exchanging the different capitals among each other, they increase constantly the amount of their overall capitals.

5.2 The Celebrification Process

The first online activity of Ferragni was on the image hosting website Flickr at the end of 2007. Was there an ambition of Ferragni to create ‘well-knownness’ around herself as person back then? Probably not, but as soon as she remarked the prosperity of her popularity at certain communities, she thought about the possibilities to use this fame. The start can be made up from the deleted pictures on Ferragni’s Flickr account that were shared before the 8th of July 2009 and the Italian headings and comments on her early posts (Ferragni, 2009e).

Ferragni inherited her personal interest for fashion from her mother and became popular on the first online communities when she was a teenager. The Blonde Salad was the
outcome of expressing herself and she is basically turning her passion into her daily online activity, which is more approachable and convenient than the traditional media. This is equivalent to the intention of yTravel for starting a blog. The first post on the yTravel Blog was on the 24th of March 2010. It was an introduction of themselves and what their purpose is with their blog. “We are so excited to begin our travelling journey once again with you all. You’ll read all about us on our upcoming about us page! Craig and I are extensive world travelers. We married in 2002 and have been traveling ever since” (Makepeace, Caz, 2010a). Same as Ferragni, Caz and Craig Makepeace started their blog with a passion and interest for a certain field, in this case traveling.

The creation of this particular community or culture with the followers who share the same passion and interest is one of the fundamentals in both blog. Remembering that Marshall (2007) described celebrity culture as “[…] the articulation of identity, individuality, value and norms within particular cultures, as well as the movement of these articulations between cultures” (Marshall 2007, p.6). Fans, followers, admirers but also people with the opposite sentiment generate Ferragni and Makepeace as their aspired universalized personification and representation of their community. Referring for instance to the defensive and vigilant comments on her Instagram post of the 23rd of April 2012 at the Coachella festival, which caused some agitation. The size of Makepeace’s community is not as large as Ferragni’s. This makes it accessible for them to interact and inspire personally with their followers, while Ferragni is responding rarely on comments nowadays. The distinction in this is the way of interaction. yTravel Blog is trying to involve their followers in their shared content.

Holmes and Redmond (2006) calls this the "language of intimacy", people feel connected and engaged with the contemporary fame around Ferragni’s personality and the close interaction behavior of Makepeace. “Celebrity culture is one the most important mechanism for mobilizing abstract desire” (Rojek, 2001, p.189). Ferragni aspires her community; followers feel connected and are able to identify with her ‘well-knownness’. However, because of her fame she is somehow unreachable on a personal level. Meet Ferragni? That is only possible on commercialized events and product launches for instance the book presentation of "The Blonde Salad". Rojek (2001, p.189) also argues that “celebrities can be reinvested to renew desire, and because of this they are extremely efficient resources in the mobilization of global desire. In a word, they
humanize desire”. This ‘humanized desire’ and the possibility to produce a proxy effect in their online public sphere are Ferragni’s strong points. People, especially girls, want to become the same. They wish to have the same big closet room with all the famous designer brands. The same with Makepeace where followers and fans see them as role models. They live the common dream of exploring places all over the world. But their difference with Ferragni is that "coaching, mentoring and helping" people their actual mission is. That point, Makepeace is more seen as a "guru type" and Ferragni as a "glamorous trendsetter". Academic literature sees a celebrity as a commodity of cultural and economic activities (Turner, 2004). Both, Ferragni and Makepeace as prominent individuals, are able to transform ideas, products or services into trade or commerce as result of her noticeable (online) presence and influence. The outcomes of this are the ventures, brand partnerships and many endorsement campaigns.

From a general point of view on celebrities, the majority would see Ferragni more as a celebrity than the Makepeaces. That might be true. The amounts of followers are a tool to measure celebrity capital, to see the cultural and social influence (Gunter, 2014). Ferragni is known for her large media coverage and activity within the mainstream entertainment media. Entertainers dominate the celebrity ranks because of their extraordinary personalities and lifestyle (Boorstin, 2006). Her popularity is more media-driven than the Makepeaces are aiming for.

5.3 Entrepreneurial Behaviour

Ferragni uses many pictures on her blog pushing herself preferably in the center. The camera angle and motives vary between the pictures. She can be seen from many different perspectives. What Ferragni is doing with her person is the same Stayaert and Katz (2004) demand for the investigation of entrepreneurship. “It is a matter of exploring new camera positions, such as close ups and wide angle shots, or frog and bird perspectives by zooming in and out” (Stayaert and Katz, 2004, p.183).

Stayaert and Katz (2004) claim the limitation of entrepreneurship to an economic discourse. Instead “many of the new forms and practices of entrepreneurship concern the inclusion of other discourses, such as cultural, ecological and civic discourses besides the economic one” (Stayaert and Katz, 2004, p. 182). A new sphere where
entrepreneurship occurs is private online blogs. They can be interpreted as a platform to communicate personal interests and interact with people from all over the world. Whenever someone is interested in the published content, it is easy to follow the author. The observation of two various cases show the phenomenon of a growing community driven by their common interests. In the beginning both blogs have been rather a cultural or civic discourse than an economic one.

Ferragni as well as Makepeace had the desire to share their private passion with others. To achieve this goal they decided to create a blog accessible for everyone who is interested. The Makepeace couple wrote in the first entry on their blog: “We love to live in other countries and then take time off to travel around those areas. We’ve been through 35 countries through Asia, Africa, Australia, USA, UK” and added “we love this life of ours. It’s our passion and we are so excited to be living it through this blog/website. With you all” (Makepeace, Caz, 2010a). Ferragni, on the other hand, describes the starting point as “here we are at the first independent blog driven by needs of communication and personalization” (Ferragni, 2009a). The content involves her personal interests fashion, photography, travel and lifestyle.

According to Stayaert and Katz (2004) different behaviors display the elements of entrepreneurship. The basis for this is “the use of exchange with others” (Stayaert and Katz, p.191). Both, the Makepeace couple and Ferragni, use their blogs for the publication of information about a special topic. Thereby they interact with the readers by showing interests for their needs and wishes. Elements of entrepreneurship according to this theoretical approach can be found on both blogs. yTravel Blog identified the opportunity of sharing experiences with readers of their blog. Ferragni as one of the first bloggers intended the independence from existing social media platforms like Flickr. She aimed to create a space to express herself and communicate independently. Taking the approach of Stayaert and Katz (2004) an entrepreneurial behavior can be observed in the opening of their blogs.

Gartner (1988) claims the consideration of entrepreneurship from the behavioral viewpoint instead of the trait approach which for instance Carland et al. (1984, 1988) investigated. According to him “if we are to understand the phenomenon of entrepreneurship in order to encourage its growth, then we need to focus on the process
by which new organizations are created” (Gartner, 1988, p.62). The process in the observed case studies shows the recruitment of followers, the celebritization process. Ferragni tries to speed up this process while asking her readers to follow her on other media such as Bloglovin. The Makepeace couple is more cautious with those requests. Over the time both blogs turn from the private into a professional one. This phenomenon had been observed in yTravel Blog and The Blonde Salad Blog in terms as the photo quality or writing style. It is a process over time and not connected to a single date.

The increasing prominence of the authors caused the opportunity to monetize parts of the blog. Especially in traditional approaches entrepreneurship is often connected to the economic factors of profit and growth (e.g. Carland et al., 1984). Caz and Craig Makepeace write precisely about earnings through provisions and advertisements on their blog. After a while, the income streams have been extended by sponsored posts for products. Affiliate marketing is a third example to mention. Ferragni includes different giveaways in her blog. She often announces collaborations and projects with different companies, first preferably in the fashion industries and later in various industries. The income streams of The Blonde Salad Blog are not communicated as transparent as the yTravel Blog does. Nevertheless, it is obvious that this blogging behavior is monetized. The on-going process of celebritization led to the opportunity of new venture creations in a more traditional way. At this point entrepreneurial behavior can be observed under consideration of traditional approaches (Carland et al., 1984, Gartner, 1988). Ferragni opened a personal shoe line, the Chiara Ferragni Collection, presented her own jewelry collection, Caia Jewels, and published a book, The Blonde Salad book. The Makepeace couple started the sale of eBooks and an online coaching. In addition, Caz Makepeace has been booked as a conference speaker several times. Most of these businesses are based on their popularity and promoted through the blogs.

5.4 Decision-making Processes

According to Zhang (2016) most internet ventures are driven by effectuation. This trend becomes also obvious through the empirical data. The theory of effectuation by Sarasvathy (2001) can be used to explain the overall development of both businesses. According to Sarasvathy (2001) a special effect is created through the effectuator’s (given) set of means and the effectuator’s (contingent) aspirations. The set of means
consists of the three factors “Who I am”, “What I know” and “Whom I know” (Sarasvathy 2001, p.253). At the launch of both blogs two various set of means can be observed. On the one hand, it is a couple, Caz and Craig Makepeace, with a passion for travelling and caused by multiple experiences in this field they own founded knowledge from their journeys. The social network is limited to their family and friends. On the other hand, it is the law student, Chiara Ferragni, who has a special interest in fashion and a given talent to pose in front of the camera. The social network consists of her family, friends and a minor group of followers on different social media platforms, especially Flickr. With this (limited) available means different opportunities and goals of action are possible. The selection criteria are based on acceptable risk or affordable loss (Sarasvathy, 2001, p.251). The Makepeace couple and Ferragni decided to open a blog and interact on a social platform with different people. This action causes various effects as a growing community and knowledge about the target group of readers. Through the growing community new goals and means arose. Furthermore the effectuator’s (contingent) aspirations are extended by new opportunities.

After a few weeks, the new set of means involves some kind of prominence, “well-knownness”, in their special field. Remember that Ferragni worked as a presenter on TRL awards and Makepeace was invited to hold a speech on the Problogger conference in Melbourne. Dealing every day with the blog and its topics led probably to an increase of the knowledge. The social network grew in both cases over time, in number of blog readers and new social media presence, for instance Twitter and YouTube. The Makepeace couple and Ferragni decide for collaborations with companies (e.g. Quantas, A magazine, Benetton, Nike). Sarasvathy (2001) describes these strategic partnerships as “the degree of control over the future [...] along the way” (Sarasvathy, 2001, p.253). These actions cause new effects on the means and possible goals of actions. It is a step-by-step development over time. At several points the transformation of social and cultural capital into economic capital becomes possible. First, by monetizing the blog, then through strategic partnerships, and finally through the creation of additional businesses. These actions are the result of a growing community and celebritification. The collaborations can be seen as celebrity endorsement comparable to the work of George Clooney as testimonial for Nespresso. In addition, new markets and firms are discovered. The result is an own shoe collection, jewellery line or book on the one hand, and a mentoring program and two eBooks on the other hand.
The effectuator’s (given) set of means by Sarasvathy (2001) can also be applied on a firm level. Especially the growing “TBS Crew” brings new opportunities to The Blonde Salad Blog. Pozzoli supported Ferragni full-time with her blog after his graduation. Then, the quality of pictures has been improved through better physical resources as photo equipment. Later, the team has been extended by new editors of articles which let the variety of categories grow over time and a professional photographer.

According to Sarasvathy (2001) different combinations of causation and effectuation are possible. Decision-making as a process requires the consideration over time. This concludes the existence of mixtures in different time sections. Besides the overall decision-making process which can be observed as effectuation-driven various situations indicate special types of uncertainty and decision-making processes.

Alvarez and Barney (2005) found out that entrepreneurs often act in uncertain environments. The decision to start a blog such as the yTravel Blog or The Blonde Salad is characterized by uncertainty because the positive response and increasing popularity was not predictable. A difference can be seen in the different levels of uncertainty. Ferragni has been registered in other social media communities, e.g. Flickr, before she started the blog. It is written on her website that she already knew about the positive feedback on her pictures. “[…] already when she was a teenager she became popular on the first online communities, where she shared photos she was taking with her friends” (Ferragni, 2016a). Different statements underline the first impression that Ferragni has the intention to grow with her blog. “I already am very proud of my little blog, I want it to become a big project involving all the things I like” (Ferragni, 2009d). To achieve this goal she asked especially in the beginning what the people prefer to read at this early point the decision-making process can be characterized as causation driven in the sense of Sarasvathy (2001). Ferragni tries to fulfill the readers’ expectations by choosing the right means. “As you told me you prefer (reading your comments) i started to put the brands’ names, If you have any doubts feel free to ask me whatever you want” (Ferragni, 2009c). The inclusion of her reader’s desires causes the reader’s satisfaction and a reduction of uncertainty. Chandler et al. (2011) see the aim of causal decision-making processes in the prediction of an uncertain future. Further arguments are the
extension of her crew by several employees. Professional shootings made the photo quality improve.

When Ferragni became one of the biggest bloggers and a fashion icon the impression is transmitted that her decision-making process changed. As mentioned above, one reason can be new opportunities that arose as a celebrity. At the end of 2013 she described the situation as follows:

“I don’t know where I’ll be, what I’ll doing or what I’ll be feeling in a year: everything seems possible yet mysterious. Changes don’t scare me anymore, they excite me. I still get happy as a kid for new projects and surprises and this makes me proud”

- Ferragni, 2013b

The Blonde Salad disappeared from the center of her life as well as her involvement on the blog decreased. Ferragni makes her decisions based on the new set of means driven by effectuation. The impression is persistent until today. Her life as a celebrity let her work on different projects which are limited over time. Finishing the current collaboration she decides about the next steps.

The start of the yTravel Blog is observed as a rather effectuation than causation- driven decision-making process. Caz Makepeace reflects the start of their blog business on their website.

“I didn’t start a travel blog because I wanted to travel more and make money travel blogging. I actually started because I had this burning desire to share and to make life more than about just what I could get”, while adding “I wish I did know what I was doing as it would have made the creation of our travel blog business faster and easier. But, the journey is where the magic happens.”

- Makepeace, Caz, 2016c

At one point when the first collaborations arose, they realized the huge potential of their blog and the possibility to earn money with it. It seems as if the increasing
professionalism affected the decision-making process. The participation in travel writing courses and blogging courses is an indication for causation. According to Zhang (2006) new internet ventures growth supports causation through stabilizing resource bundling. The improvement of skills and knowledge through different courses aims the stabilization of their business. Caz and Craig Makepeace earn enough money to live the life they ever dreamed of. Numerous statements on their website prove their satisfaction with today’s life. “It wasn’t an easy journey out of the black hole, but as soon as we focused on what we loved and used that as a way to serve and change people’s lives things turned around. And here we are now. Living the life of travel we dreamed of” (Makepeace, Caz and Craig, 2016a). Another argument that their decisions are more causation driven today is the creation of a business plan for 2016.

5.4 Main Results of the Case Studies

This thesis selected and observed two cases of celebpreneurs who started blogging, because they had a passion or personal interest in a certain area, which they wanted to share with others. The on-going digitalization made this sharing process more accessible. Social media and internet has become a part of the everyday life, supported by technological developments as smartphones and mobile internet. The small amount of social capital increased constantly over time. Particular importance in this context is the creation of communities and networks the celebpreneur uses. In the starting phase they focused on building up networks and a community. The involvement and interaction with the community was developed mainly through the process of effectuation and adapted the content of their online platforms to the needs and desires of their target group. These networks are essential to create various capitals and ultimately create a business. The strong tie connections are, in the observed cases, fundamental for the celebpreneur to start on an online platform. With time, the network and the community around them grow and many weak tie connections, categorized as followers or readers, are created. Through this weak tie connections, established with the different communication channels used, their recognition grows and their celebrification process starts.

In this discussion it should not be forgotten that the content they provide is valuable for the readers and attracts them. They are experts and have gained knowledge in the fields
where they are active, in which provides them the needed symbolic capital. The symbolic capital in the cases primarily refers to credibility and trust into the abilities of the celebpreneur regarding their specific topic. By continuously providing relevant and reliable content for the community this capital increases until the observed cases are becoming institutions in this certain field for a large amount of people. Also the creation cultural capital in forms of awards or nominations helps to increase the credibility of the celebpreneur. With their posts in the different media channels as their blog or social media they create constantly an image of themselves living a life most of their followers only can dream about. With every post they transform themselves more from ordinary persons to role models with admirable lives. As they have started as ordinary persons they keep up the hope for their followers to be like them. Despite their achieved fame they are still closer to their followers than classical celebrities, which makes them highly attractive for companies who wants to transfer the trustworthiness and credibility of the celebpreneurs to their brand.

The observation of the cases has shown that entrepreneurial activities creating economic assets were only possible with a certain amount fame and popularity. With increasing popularity new forms of business opportunities arise for the celebpreneurs. Creating own products hereby can be seen as the most classical form of entrepreneurship in the cases. The success of their own products is highly linked to the existence of their followers, who turn into potential customers and are willed to buy their products. The products they sell are close related to their field of action and support their leading role in the community.

But not only their own products can be seen as entrepreneurial actions that arise through the celebritification, being a role model and influencer opens the door to use this ability in classic marketing. As soon as a certain community was established the monetization of the online platforms starts in form of affiliate marketing. With the establishment of corporations linked to their personal interests. Plus their actions as endorsers or ambassadors for products and brands can be stated.

Various actions show in both cases that the decision-making process of celebpreneurs is a mix between causation and effectuation. The overall development of decisions made by celebpreneurs can be described as mainly driven by effectuation. Through the
process of celebrification and the establishment of growing communities the given set of means expands over times. This results in a broader contingency of aspirations. Certain effects are caused by these two factors and lead to the evolvement of entrepreneurship as a progressive enlargement of opportunities. This evolvement is indicated by the monetization of the blog as well as traditional business ventures.
6 Conclusion and Critical Acknowledgements

In the introduction this thesis discourses the significances by examples on celebrity endorsement and celebrity entrepreneurs. In both cases, think of the Georg Clooney or Dr Dre example, they use their actual celebrity status to generate economic value. However, the opposite research direction remained almost undefined. Considering ordinary people who are building up prosperous and successful businesses through celebrrification. The unexplored phenomenon, celebpreneurship, a new form of entrepreneurship, has been formulated.

The aim of the study was to understand how entrepreneurship evolves through celebrrification and how businesses are established in this context. The observational study of two exemplary cases revealed different steps of a process classifying the phenomenon. An overview about these five steps is illustrated in figure 5. Besides the process, the analysis showed as well the actions of those entrepreneurs, to monetize their personal interests.

Celebrrification is an on-going process, which does not have a clear start and end point. The transition from an ordinary person to a celebrity is fluent, which makes it hard to define the different steps sharply. Nevertheless, it is possible to conclude from these cases the chronological development of a celebpreneur in five stages: The starting point and basis for the upcoming celebpreneur is the existence of a strong personal interest and passion for a certain area or field. Around this topic the whole existence and expertise is build up in the later stages. An essential requirement in the process is the access to media channels that helps to communicate this specific content. The internet and the developments surfacing in and around it are the most important ones to mention in the context. It has been shown that networks and communities are key factors for the entrepreneurial activities later on. The main aim in this stage is the augmentation of the “well-knownness” in certain communities and networks, such as the blogging community or targeted group of followers. By building up these connections more and more potential followers can be reached, which later relates to potential customers. Through the activities created around the personal interests and the increasing network, the symbolic, cultural and especially the social capital increase continually. The person improves its overall status in the network and achieves more influence. They are
admired as the person who embodies the reader’s dream. This status and influence is used in the last stage to trade the existing capital into economic capital by entrepreneurial activities. At this point the term of celebpreneur can be applied, because the earned popularity is used for the creation economic values. With the entrepreneurial activities and the newly gained economic capital both networks and the other capitals (social-, symbolic-, cultural- and celebrity capitals) can be developed further, what eventually results in more possibilities for entrepreneurship and monetization. At this point the stages transform into a circle, which can build up constantly new assets. Behind these stages the decision-making process of the upcoming celebpreneurs can be described as mainly effectuation driven. With time and the on-going celebritification process, causational decisions increase. Especially when the circle of capital transactions and growing networks intensifies, causation processes gain a higher significance.

![Figure 5: The Development of a Celebpreneur in Five Stages (own elaboration).](image)

The aim of the thesis was to investigate the new phenomenon of celebpreneurship. At this point it should be mentioned that the thesis was created within a timeframe of eight weeks. Therefore the collection of data was limited to an observation of two exemplary cases. To strengthen the findings a study on critical and unique cases might give more insights on this topic, for instance unsuccessful celebpreneurs and extraordinary examples. To create more depth in the empirical material, additional research data gained from other methods would have been. The observation of the blogs and other media channels provides only a unilateral view on the cases which limits the significance of the collected data. To understand the phenomenon with all its facets also other external sources, like articles related to the observed cases or interviews with the bloggers would have been useful. As the phenomenon reveals touching points also in
other scientific areas such as consumer behaviour, marketing or communication and media, more research is needed to complete the picture of celebpreneurship, which could not be shown yet in its full extent. Further research might focus on the effects of the entrepreneurial activities on the followers or customers. Hereby more consumer research orientated questions like the influencing powers of the celebpreneurs on the consumer could be in focus. This will support the understanding of celebpreneurship from another perspective and help to explore this new form of entrepreneurship.
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Appendix 1
Comparison of Ferragni’s Amateur and Professional Photos

Source: Ferragni, 2016i

Source: Ferragni, 2016j
Appendix 2
Comparison Ferragni’s Posts on the Differences in Celebrity Capital

Source: Ferragni, 2012s

Source: Ferragni, 2012t
Appendix 3
Statistics on Ferragni’s Instagram Profile by INK

Source: INK Limited, 2016a
Likes received

Most liked posts

Source: INK Limited, 2016a
Comments received

Most commented posts

Source: INK Limited, 2016a
Relaxing in New Orleans

All the joy of traveling. Just spending each day in the peace and freedom of just living and experiencing each moment for what it is. This is what I live for.

While others are going about their usual daily tasks in traffic jams going to jobs they hate and dealing with everyday problems, we were just spending time appreciating walking the streets in the fresh morning air and watching the world go by. We were listening to local bands, cooking up a storm with a local New Orleans speciality "Prairie Chicken" when it suddenly attacked me that people were actually working today or wrestling about problems and moving on all the fast. Today was one of those relaxing days of just being one with the city of New Orleans.

We felt brave enough to venture outside the French Quarter today into the scary world beyond Canal Street. Kalyna was most excited to catch the tram (street car) to the Garden District where we walked around in the fresh sunshine to just appreciate the beautiful historic homes. We saw the house where President Davis died, although I'm not too interested in the history of these places, I more like to imagine the social parties and life that was lived inside the walls for many years.

We then roamed the streets of the French Quarter some more taking in the life on the streets and enjoying all the street entertainment from its buskers, to jester, the Tin man and Abe Lincoln's card tricks.

The most entertaining of all though was Kalyna's singing and dance show in the park. She had many park dwellers enthralled with her ballet moves to the pipe players and her high pitched singing of her own made up tunes! Traveling with Kalyna has turned out to be a pretty easy thing to do, she brings a whole new aspect of joy to it. She fits right in and seems to love it just as much as us. In fact she even had us move out of the park back to the party streets as she wanted to dance to the music.
Appendix 5
Example for Makepeace`s Interaction with the Followers 1

Makepeace, Caz and Craig, 2010a

Appendix 6
Example for Makepeace’s Interaction with the Followers 2

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Appendix 10: Statistics on yTravel’s Instagram Profile by INK

Most liked posts

Most commented posts

INK Limited, 2016b