

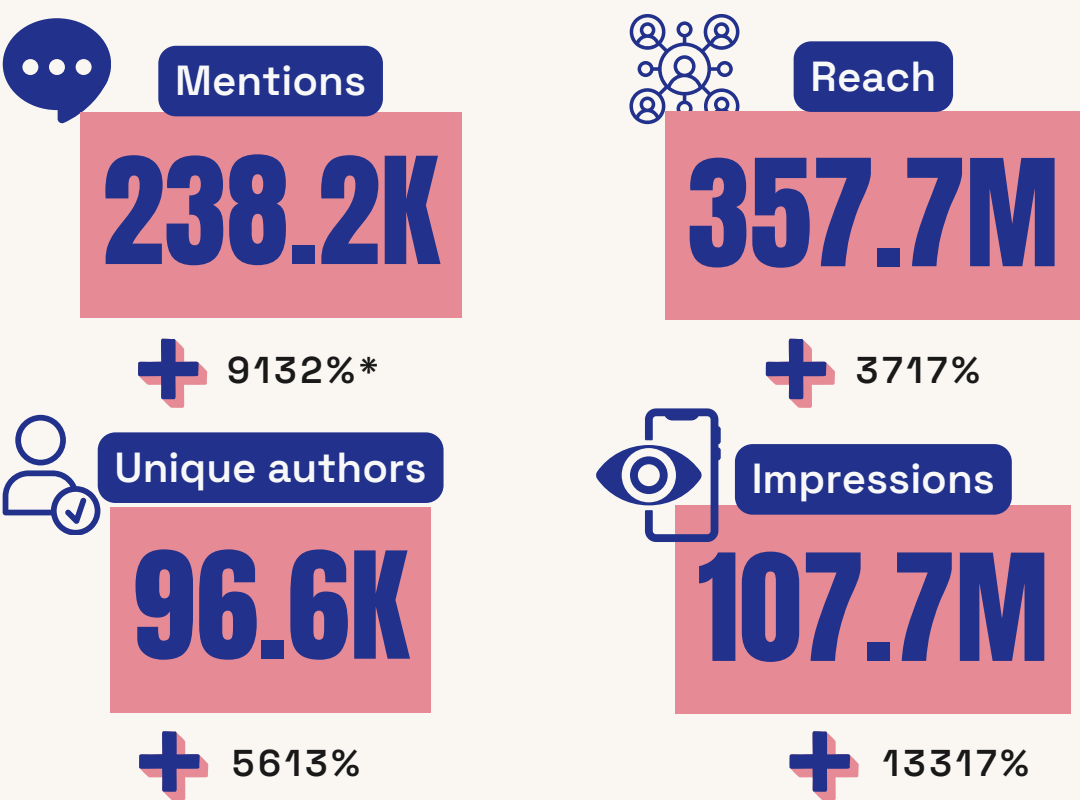
KISS ALL THE TIME. DISCO, OCCASIONALLY

From One Direction to Direction-Setter: Harry Styles' Latest Chapter

Analysis based on public data collected through the Brandwatch platform and Google Trends.
Analysis period: December 26 to January 25, 2026.

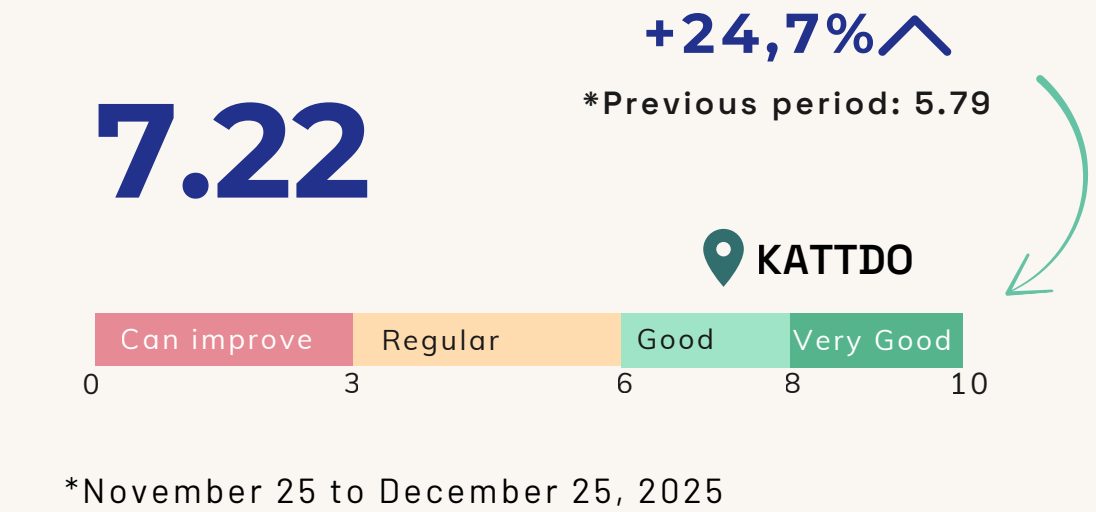


HOW THE NEW ERA ANNOUNCEMENT SET THE TONE:



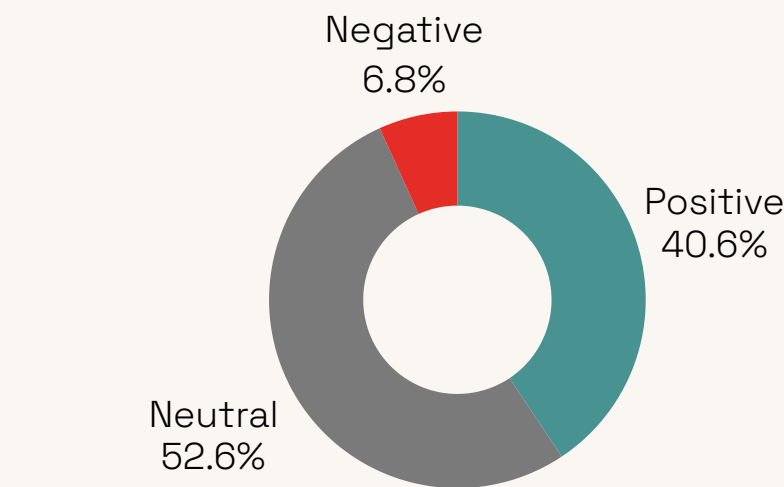
A CALM BEFORE THE NOISE: A MOSTLY NEUTRAL CONVERSATION

Brand Health Index



The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.

Sentiment



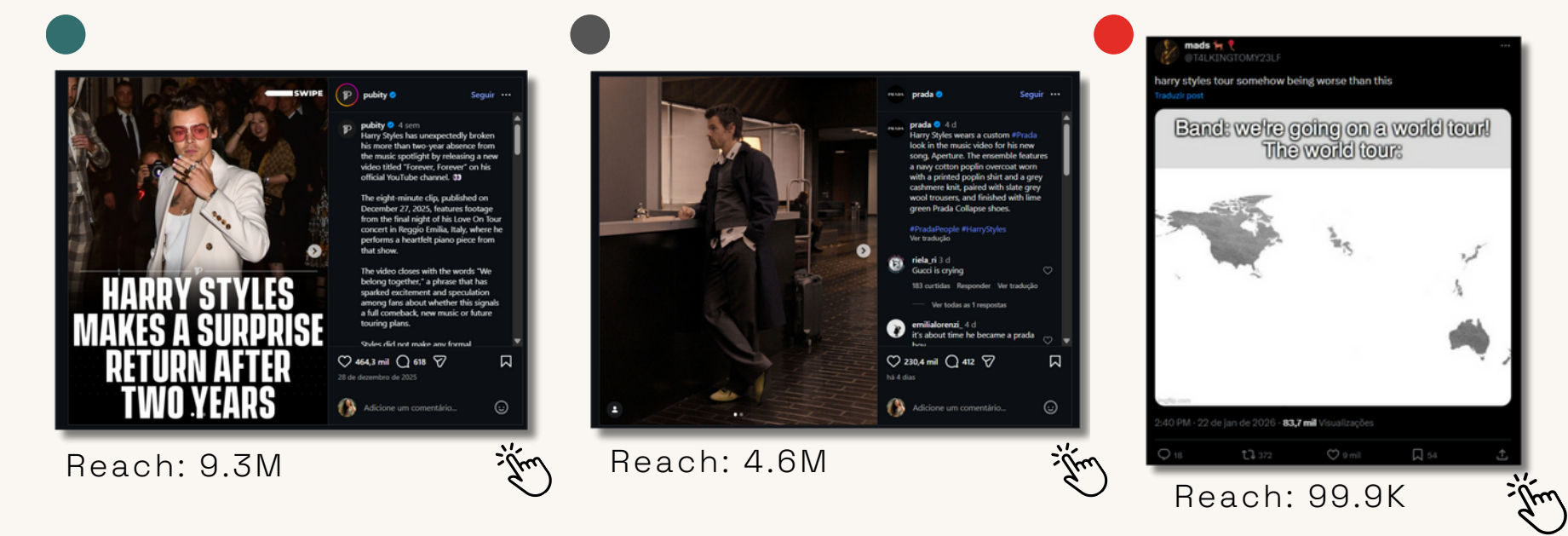
FANS WELCOME HARRY'S COMEBACK AMID ANXIETY OVER TOUR DATES AND TICKET ACCESS

The news of Harry Styles’s comeback, alongside his new single ‘Aperture,’ drove strong digital activity, with a Brand Health Index (BHI) of 7.22, up 24.7% from the previous period (5.79). The score falls within the “Good” range, reflecting strong anticipation for Styles’s new era and an increase in positive perception. This reflects growing anticipation for Styles’s new era and an uplift in positive perception. Sentiment is predominantly neutral-to-positive (52.6% neutral, 40.6% positive), with limited negative reactions (6.8%).

The qualitative layer reinforces this pattern. **Pubity’s** post surpassed 464K likes, triggered by an unannounced video release on Styles’s YouTube channel after more than two years of reduced public presence. At the same time, criticism surrounding the limited number of countries included in the world tour sparked negative reactions. Fans worldwide are expressing **anxiety** as ticket sales approach, particularly given the restricted list of tour destinations. **Prada’s** post (230K likes and 4.6M reach) generated predominantly neutral mentions. The post highlights Harry Styles’ Prada outfit in the Aperture music video, contributing to visibility without driving sentiment polarization

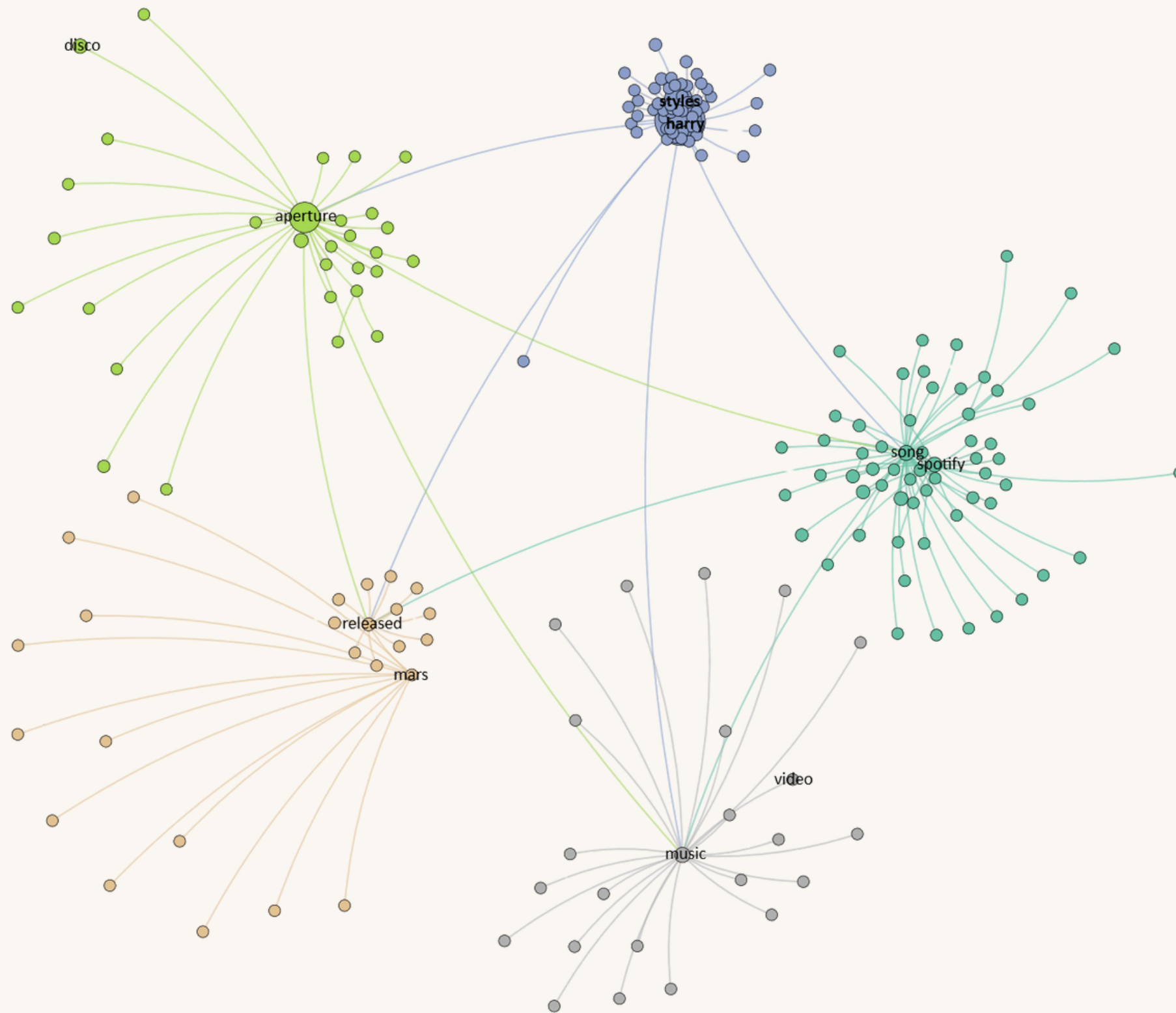
Overall, the comeback generated high reach and sustained engagement. The conversation reflects broad anticipation and controlled reactions, contributing to short-term brand health strengthening rather than erosion.

Top content by sentiment



- BHI 7.22 (+1.43p):** Brand perception strengthened, with BHI growth reinforcing a solid “Good” standing.
- Sentiment:** 40.6% positive vs. 6.8% negative, The sentiment gap highlights a favorable reception, with positive mentions outweighing negative ones by a wide margin.
- Engagement:** Before the album’s release, announcements alone—world tour, album, and single—generated over 350K in reach.

THE ALBUM CONVERSATION SPLITS BETWEEN DATA, FANDOM, AND INDUSTRY INFLUENCE

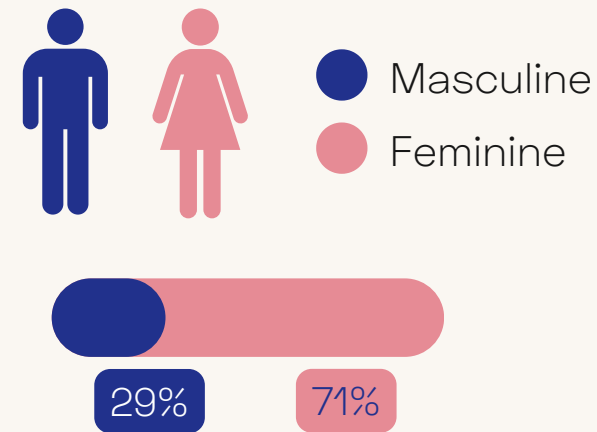


- This cluster structures the conversation around musical performance and scale. Terms such as song, Spotify, charts, streams, and global point to a strong focus on success metrics, historical records, and the release's positioning relative to other artists. The narrative is driven by numbers, rankings, and audience milestones, framing the album as a high-impact commercial and cultural event across major streaming platforms.
- Here, the discussion centers directly on Harry Styles and the live dimension of his career. Keywords like tour, presale, dates, and today highlight a conversation anchored in anticipation, logistics, and fan mobilization. This cluster reflects real-time engagement, with audiences focused on practical announcements, scheduling, and the collective buildup of hype around the next phase of the era.
- Terms such as aperture, disco, single, and album signal discussions around concept, aesthetic identity, and lead-single strategy. The conversation moves beyond the announcement itself, exploring symbolic readings, title interpretations, and cues about the project's artistic direction, functioning as a space where the "new era" is actively decoded.
- This cluster establishes inter-artist connections and industry comparisons. The presence of names like Bruno Mars, Beyoncé, Ariana, and Raye indicates that the release is frequently contextualized alongside other major pop figures and recent movements in the genre. It reinforces the album's positioning within a competitive ecosystem, where relevance is shaped through association, contrast, and continuity of trends.
- The conversation takes on a more experiential and emotional tone. Terms such as music video, dancing, banger, and heartwarming point to immediate reactions to audiovisual content and the audience's sensory response. This cluster is marked by spontaneous evaluations, memes, and affective commentary, showing how the release translates into cultural engagement and informal circulation across social platforms.

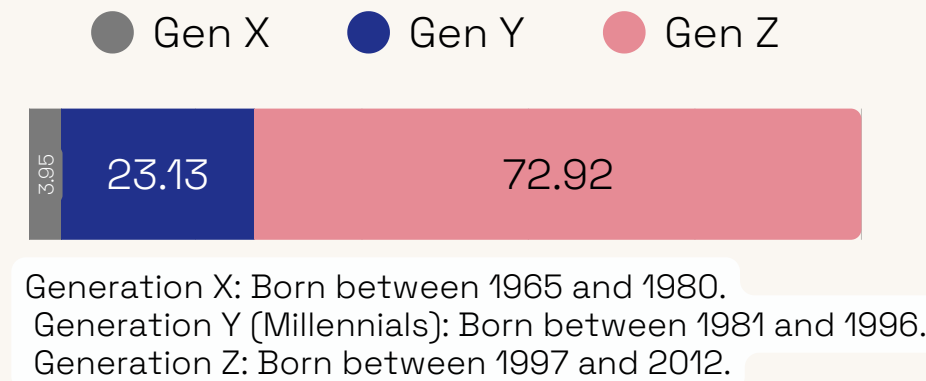
The graph transforms large volumes of data into a visual network that shows how the points are connected. Each point represents a relevant term or topic, and the lines indicate their relationships. Its purpose is to reveal how groups connect to one another — and to highlight the central elements.

THE HUMAN SIDE OF THE CONVERSATION

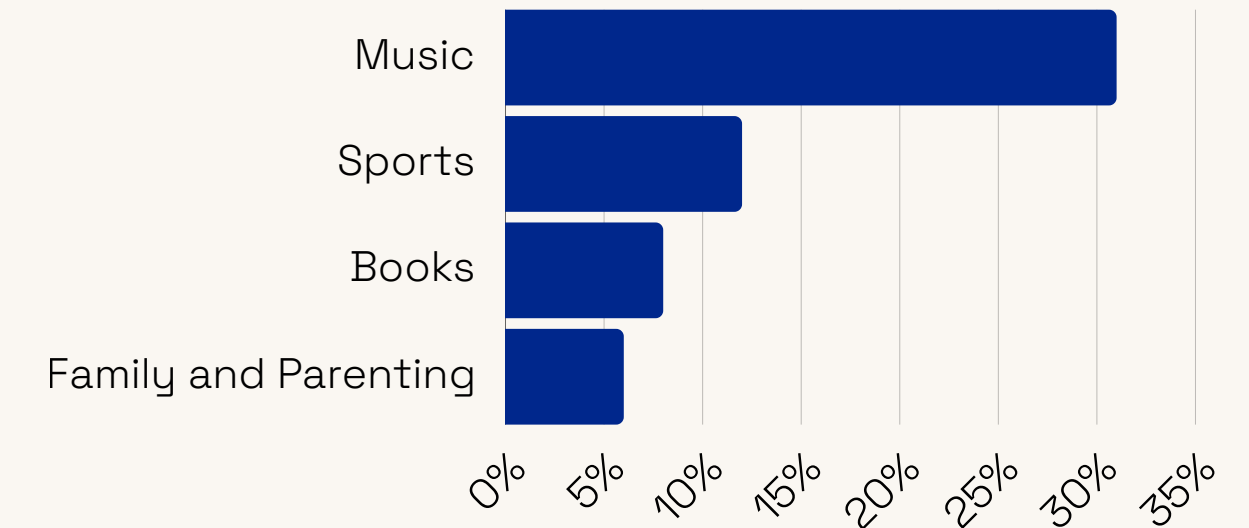
Gender



Generation



Interests



A Portrait of the listener

Professional Profile:

Sofia, 24, is a Gen Z creative artist and independent content creator based in California, working across visual and digital media with strong ties to music culture. She engages with music as a form of identity and cultural expression, staying closely connected to global conversations and creative communities through real-time social platforms.

Connection with Harry Styles:

For Sofia, Harry Styles represents creative freedom and artistic evolution. The new album reflects her own search for authenticity and self-expression. Each new era becomes a moment of reflection that strengthens her emotional bond with Harry and her creative identity.

Digital Habits:

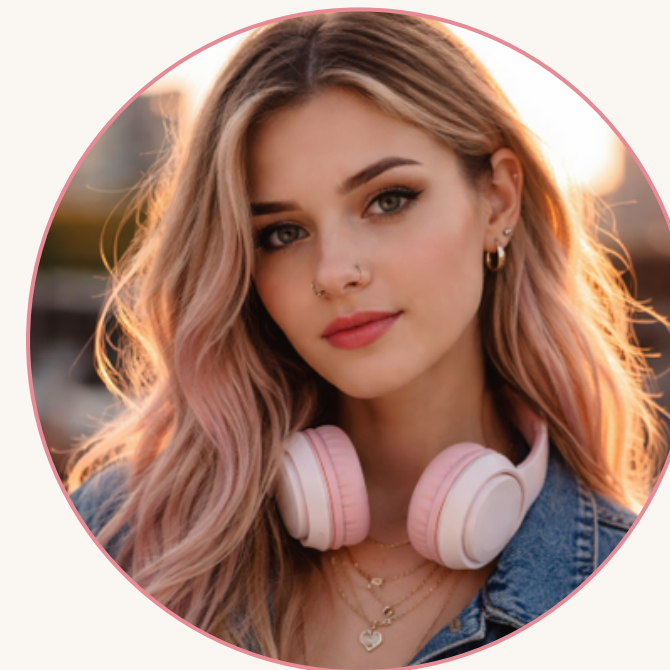
Sofia uses X for real-time updates, Reddit for deeper discussion, and Tumblr for aesthetic inspiration, engaging with social platforms as spaces for creativity and cultural belonging.

What she Values:

She values authenticity and creative freedom, connecting with brands and artists that show clear identity and meaningful storytelling over superficial trends.

Consumer Habits:

She invests in album releases, live shows, and culturally meaningful merchandise. Sofia gravitates toward exclusive, story-driven, and thoughtfully designed products that align with her creative identity and values.



Persona: Sofia Miller
Age: 24 years old
Gender: Female
Location: California, United States
Occupation: Content creator
Education: Undergraduate studies in arts and communication

THE LONG-AWAITED RETURN

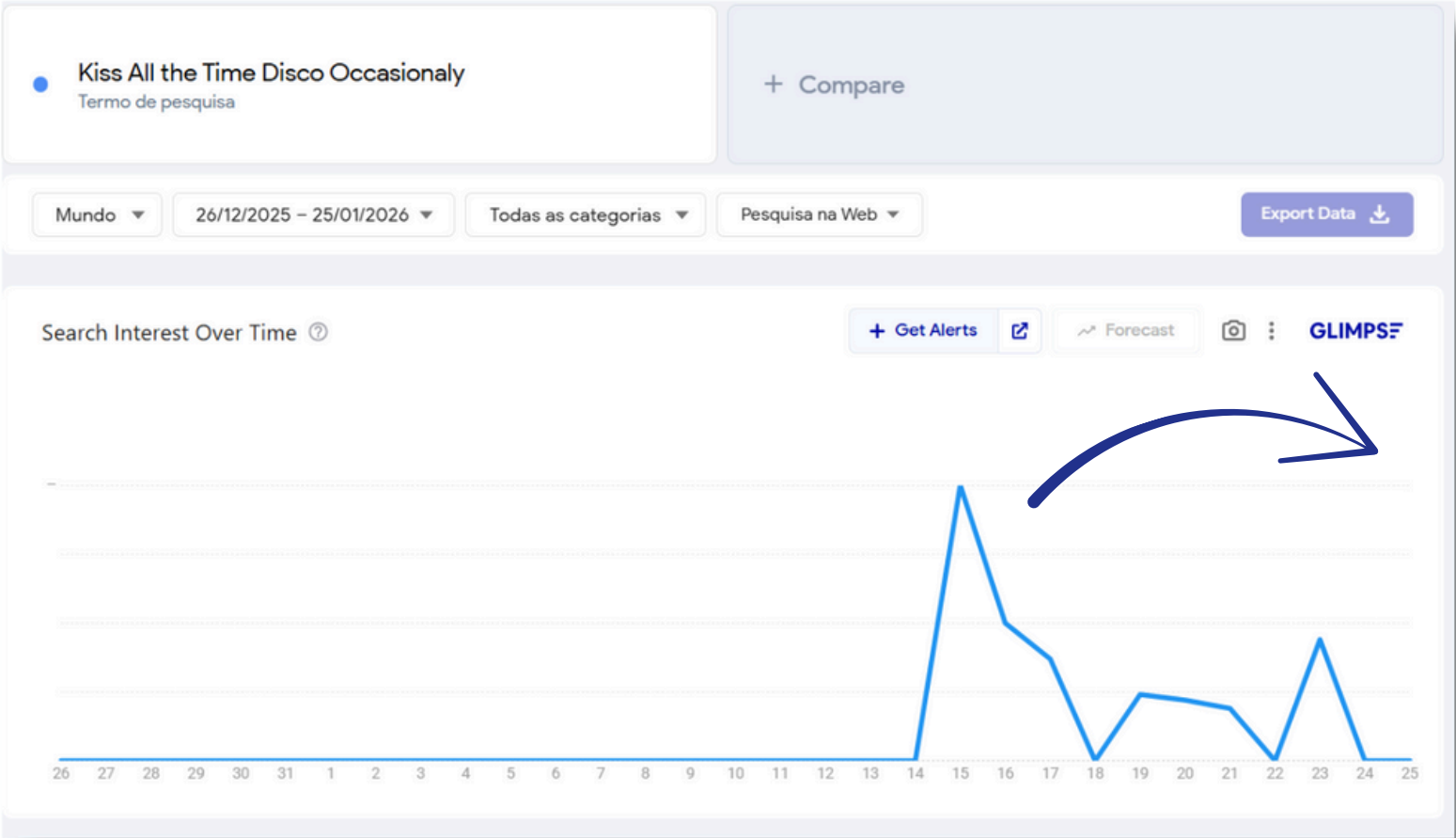
Analyzing Google search trends behind the launch of Styles's new era

Methodology: Worldwide, term "Kiss All the Time. Disco, Occasionally" on Google Trends.

Analysis period: December 26 to January 25, 2026



UNCOVERING HOW HARRY STYLES'S NEW ALBUM IS DRIVING GLOBAL SEARCH INTEREST



- All 8 Questions 0 Attributes 0 Bra
- kiss all the time disco occasionally **clock**
 - kiss all the time disco occasionally **font**
 - kiss all the time disco occasionally **merch**
 - kiss all the time disco occasionally **release date**
 - kiss all the time disco occasionally **shirt**
 - kiss all the time disco occasionally **tour**
 - kiss all the time disco occasionally **tracklist**
 - kiss all the time disco occasionally **vinyl**

The album title enters the search spotlight

During the period from December 26 to January 26, 2026, **global searches for “Kiss All The Time Disco Occasionally”** spiked sharply around **January 15**, as Harry announced his comeback, marking his first major release since his last album in 2022. Following the announcement, audiences began actively searching for the album title on Google. Related searches focus on album-specific details, **showing clear audience intent** toward release information and purchase interest.

- Search correlations with terms such as ‘Kiss All the Time Disco Occasionally merch,’ ‘release date,’ and ‘tour’ highlight fan demand for **more information** as ticket sales and the album release approach.
- Search interest for the album title spiked sharply following the announcement, confirming **strong audience curiosity** and active information-seeking behavior. While the initial peak was announcement-driven, subsequent fluctuations suggest sustained interest as fans continue searching for details ahead of the release.

HARRY STYLES'S NEW ERA DOMINATES ONLINE CONVERSATION

Engagement & Reach

The 9,132% surge in mention volume and the 3,717% increase in impressions reflect strong amplification dynamics following Harry Styles's return after a prolonged period of low public visibility. The comeback was initially triggered by an unannounced video release on his official YouTube channel, which reactivated fan attention and speculation before any formal album or tour announcement. This early signal, combined with subsequent announcements, concentrated visibility around high-reach posts.

Sentiment & Perception

Rather than polarization, sentiment reflects broad fan alignment, with positive and neutral engagement sustaining momentum. The rise in BHI within the 'Good' range reinforces renewed enthusiasm, while qualitative insights point to anticipation and emotional connection outweighing critical scrutiny.

Fans & Anticipation for *Kiss All The Time. Disco, Occasionally*

Fans remain the core amplification engine, led largely by Gen Z and female audiences who are especially active on X (Twitter). This audience translates a positive emotional response to the artist's return into active information-seeking behavior, driving searches around the new era, the album, and the world tour, alongside growing demand for tickets.

Conclusion

The early phase of *Kiss All the Time. Disco, Occasionally* demonstrates a highly effective pre-release ecosystem, where absence, ambiguity, and selective signaling fuel anticipation rather than fatigue. The comeback repositions Harry Styles not through saturation, but through controlled visibility that mobilizes a massive fanbase into active participation. Instead of polarization or narrative overload, the conversation reflects readiness—fans are not debating the artist's relevance, but preparing for the experience, from understanding the new era to securing access to the tour. This positions the album release within a favorable cultural window, where demand is forming ahead of supply.



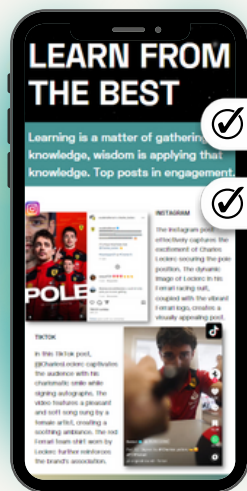
Photo: Stella Blackmon/HS

WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS
WITH INTELLIGENCE POWERED BY AI



Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand
in the social media landscape

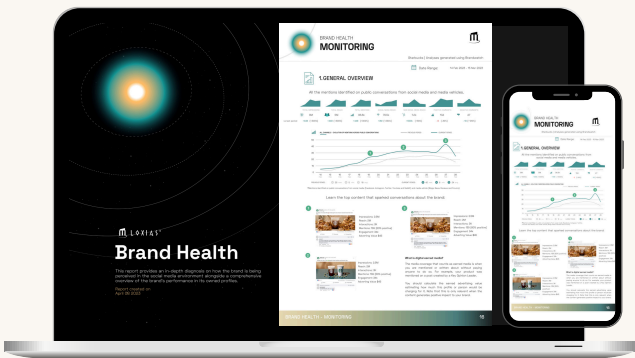
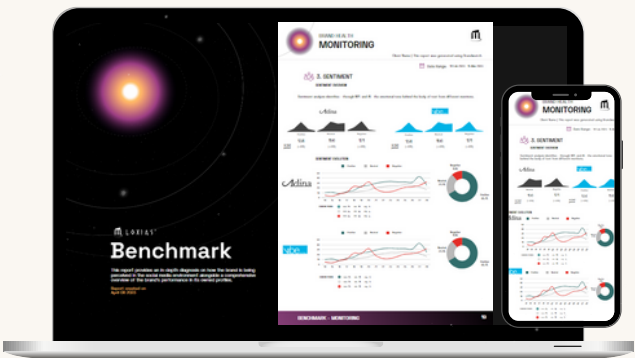
OUR PRODUCTS

Benchmark

Discover brand narratives, compare customer perceptions.

Brand Health

Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management



Receive your
report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts



THANK YOU_

