

Nocta

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Brand: Nike x Nocta

Brand sentiment analysis (with R Statistical).

In 2020, Drake announced the launch of his Nike sub-label, NOCTA, which stands for "nocturnal creative process" and is derived from the Latin word "nox."

"This moment is full circle for me. I mean, growing up Nike was everything."

- Drake, as shared on Complex.



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Introduction

In the dynamic world of footwear, where trends shape industries and brands vie for consumer attention, the sneaker category reigns supreme. Projected to soar to a staggering **\$412.86 Billion*** by 2024, this market represents not just commerce but a cultural phenomenon. However, navigating its complexities requires more than just innovative design or celebrity endorsement – it demands an understanding of consumer preference, market trends, brand salience, and the ever-evolving economic landscape.

In recent years, artist collaborations have emerged as a key defining tactic to cut through contemporary culture, moving beyond the mere commercial transactions to embody a fusion of creative energies and cultural significance. Amidst this landscape, the partnership between Nike, a global leader in sportswear and footwear, and Drake, an iconic figure in the music and pop culture realm, has garnered widespread attention.

Together, they have given birth to Nocta – a brand that marries Nike's innovative design ethos with Drake's unique artistic vision. This collaboration represents a pivotal moment in the intersection of fashion, music, and brand identity.

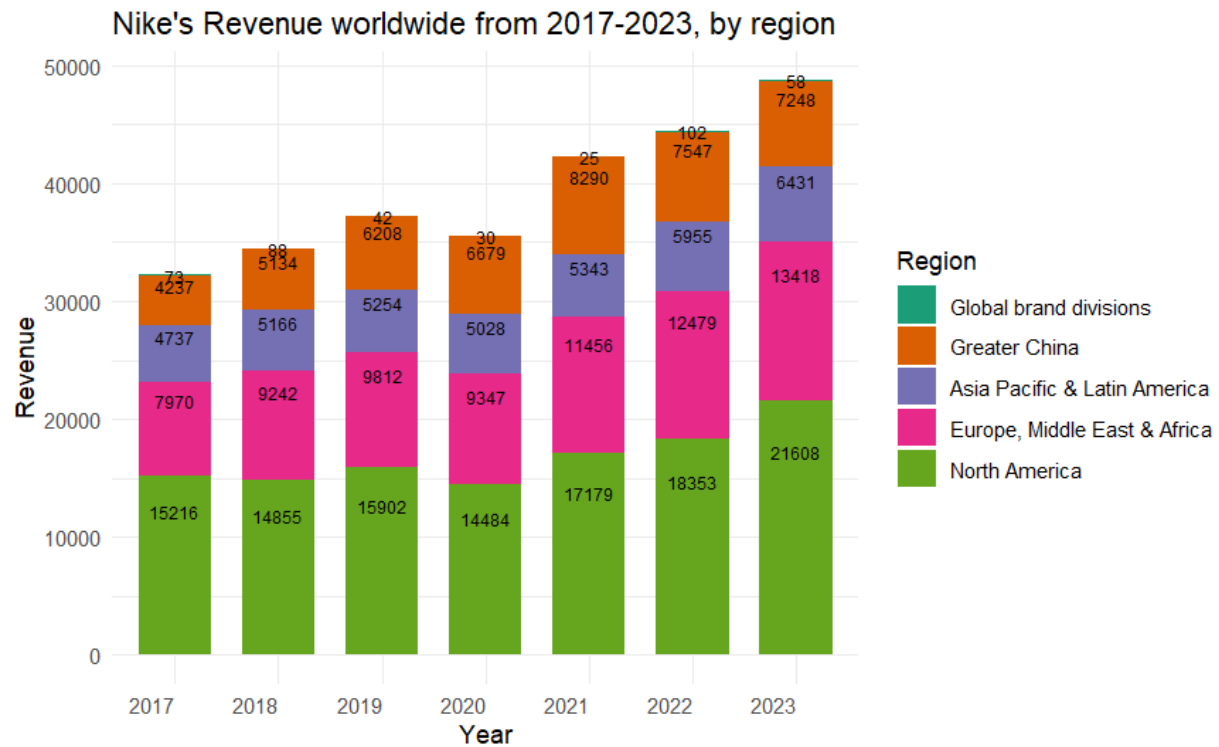
In this project, we delve deep into the realm of brand collaborations, with a specific focus on Nike Nocta. Through sentiment analysis and data-driven methodologies, we aim to decipher the pulse of consumer sentiment surrounding the brand. By unraveling the nuanced interplay between brand perception, artistic resonance, and market demand, we seek to uncover the narratives woven within and identify strategies to navigate the challenges and harness the opportunities presented by this partnership.

***Source(s):** Statista; Statista Consumer Market Insights

Nike, Inc.

NIKE is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including Air Jordan and Converse. The brand's principal business activity is the design, development and worldwide marketing and selling of athletic footwear, apparel, equipment, accessories, and services.

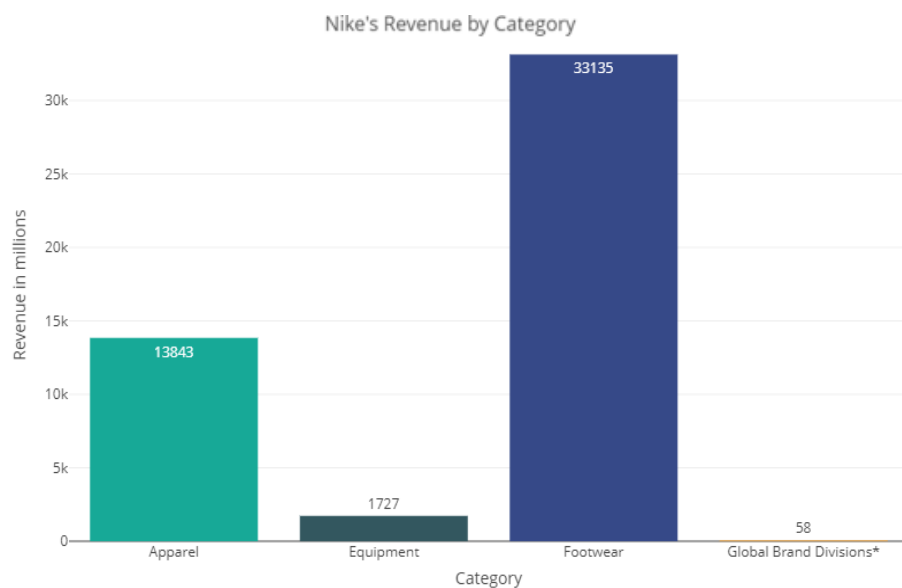
As of 31st May, in year 2023, Nike's North American revenue surmounted to about **26.61 billion*** U.S. dollars. This timeline shows Nike's revenue worldwide from 2009 to 2023, by region.



Footwear

Hottest Selling Segment

This statistic depicts Nike's revenue worldwide in 2023, broken down by product segment. In fiscal 2023, Nike's apparel segment generated approximately **13.8 billion*** U.S. dollars in revenue worldwide



Data Source: *Statista, Nike 10-K Report 2023 (R statistical code can be found here)

Nike has a particularly firm hold of its home market of North America: the company generates over 40 percent of its total revenue from the region, whereas around a quarter of adidas' global revenue comes from North America.

Nike is one of the world's largest sports footwear and apparel manufacturers. When it comes to sneakers users, brand awareness of Nike is at 96 percent* in the United States. The growth would substantially correlate with various strategic partnerships and initiatives the brand did embark on, which will be explored further to understand their impact on revenue growth.

Partnerships matter

Nike is a pop culture staple that has a history of teaming up with athletes, rappers, and others to create highly sought-after athleisure items that spark public discourse and ignite buying sprees across various social classes.

The company sponsors many high-profile professional athletes around the world, such as Cristiano Ronaldo, Rafael Nadal, LeBron James, and Rory McIlroy to name a few who use their products and promote and advertise their technology and design. On top of that, Nike also manufactures and provides kits (uniforms) for a wide range of sports teams like Barcelona and Chelsea.

Rappers used to compete with one another over number-one albums, chart-topping singles, and diss tracks. In 2020, a different sort of arms race has ensued as musicians attempt to stockpile the very best brand partnerships.

Though Nike has been very selective with partnerships with entertainers. Some of the notable ones are.⁽²⁾

Kendrick Lamar x Nike
Travis Scott x Nike



However, it all changes with this.



Nocta

NOCTA is a sub-label collaboration between Drake and Nike, inspired by the rapper's nocturnal creative process and street style influences. It's Nocta, not Nike x Drake, not Nocta by Nike, just: Nocta. The name "NOCTA" reflects Drake's affinity for working during late hours and the essence of hard work and dedication embodied by those constantly on the move. This partnership marks a significant milestone for Drake, who has been a long-time admirer of Nike. The collection includes functional and comfortable apparel like puffer jackets, tracksuit bottoms, gloves, and hats designed with a blend of streetwear aesthetics and high-quality materials typical of Nike products. The collection was officially launched globally on December 18th, offering fans a taste of Drake's vision translated into stylish and functional sportswear pieces available for purchase on the NOCTA website.

Sentiment analysis on Reddit with objective mapping

The sentiment analysis focused on extracting insights from customer feedback regarding purchases, brand perception, and overall experiences.

Why Reddit?

Global Rank   **8**
Worldwide

Country Rank  **3**
United States

Visits
7.43B

Authority Score
100

Reddit is the third most visited website in the United States, with users spending an average of nearly 18 minutes per visit. Its anonymity feature encourages candid and honest opinion-sharing, making it a valuable platform for gathering unfiltered customer insights.

Leveraging Reddit's word-of-mouth marketing potential can significantly impact brand perception and conversion rates.

The approach.

Dependent Variable: Sentiment serves as a reflection of market trends, customer preferences, and future demand, all of which profoundly influence market performance. Here we look at what engagement stands to offer with respect to sentiment around the brand as the likely business outcome.

Model Selection: Sentiment analysis is a multifaceted task that involves interpreting the emotional tone underlying textual data. To conduct sentiment analysis, the Syuzhet, Afinn, and NRC libraries in R were utilized.

These libraries are chosen for their diverse approaches to sentiment analysis, their capacity to capture nuanced emotions, and their ability to complement one another when used together. By leveraging their collective insights, the aim is to conduct a comprehensive sentiment analysis that is robust to the intricacies of natural language.

Reasons for selection:

- **Syuzhet**: This library excels in identifying emotional arcs within narrative texts, making it ideal for analyzing data with storytelling elements, such as customer reviews and social media posts. Its method, rooted in literary theory, offers a unique perspective on sentiment analysis.
- **Afinn**: By providing sentiment scores for words based on a predefined list, Afinn allows for a spectrum of sentiment expression, from negative to positive. This simplicity makes it effective for capturing general sentiment trends.
- **NRC Word-Emotion Association Lexicon**: Unlike traditional sentiment analysis, NRC categorizes words into various emotions and sentiments, offering a more nuanced understanding of text. This depth allows us to capture complex emotional responses, including trust, fear, and surprise, enriching our analysis.

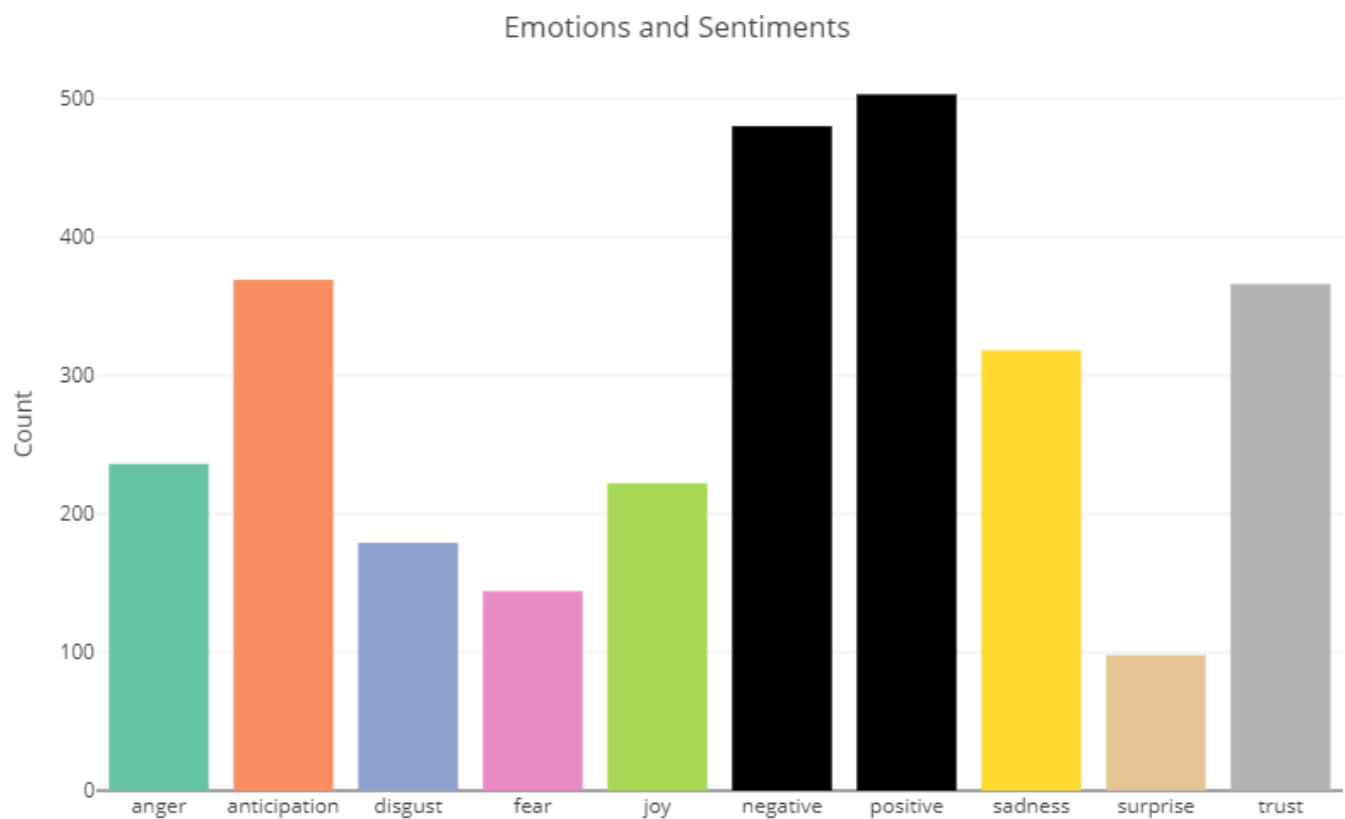
Since the R notebook for this has over 40 code chunks, only adding the graphical representations of the insights derived from running the code work.

Note: Reddit provides valuable insights due to its candid user discussions, expanding your data sources could enrich your analysis. For a more robust analysis, consider integrating social media platforms like Twitter and Instagram, where hashtags related to Nocta might reveal different dimensions of consumer sentiment. However, currently as of today, Twitter API is not accessible to University students due to which have restricted to only Reddit data.

*Based on data from the Semrush Traffic Analytics tool

Result interpretation

The NRC library was employed to analyze subreddit conversations, providing a multi-dimensional understanding of emotional responses within the dataset. Each observation represents a text segment, and emotion scores are assigned based on the presence of specific emotional words.



Analysis of the sentiment revealed predominantly positive sentiments, with indications of trust, surprise, and joy among the conversations. This suggests a favorable reception of the brand partnership with Drake, indicating positive feedback on the product, collection, and overall quality (referenced conversation snippets provided below).

However, there is a growing anticipation and a sense of sadness evident in the data, potentially indicating dissatisfaction and negative sentiment. Further investigation will be conducted to explore the comments contributing to these emotions.

Let's look at the positive comments to get a sense of what good people are saying. These are the mix of top positive conversations based on their Syuzhet, AFINN, Bing, and NRC scores. **Code chunk** – 22-25 brings out the top 10 conversations based on the respective scores. Below listed are 6.

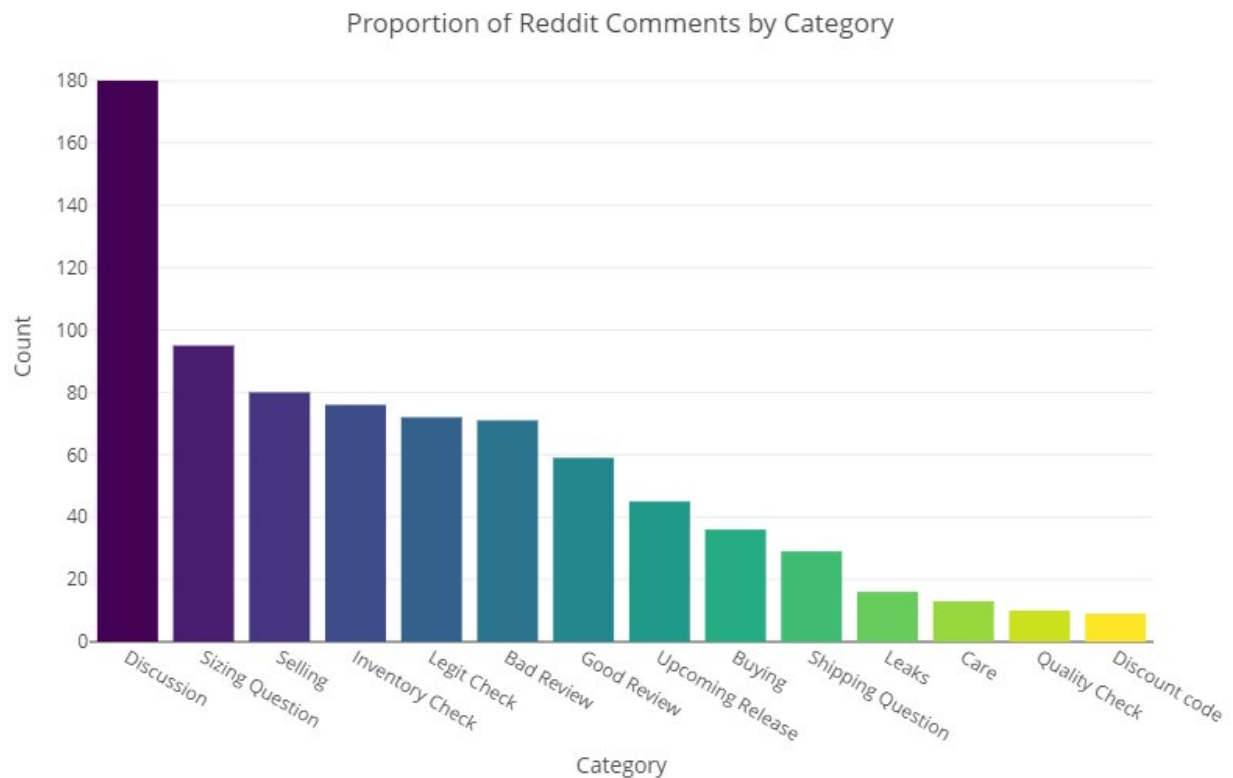
(1) Material is great, jacket looks clean. I got a M for both the pants and the jacket and oddly enough the pants fit well the jacket is a tad too small.

(2) These are perfect if you are like me and you like to go out running late at night. Super reflective I'm always paranoid about a car hitting me

This method helps uncover prevalent themes in consumer discussions, providing a nuanced understanding of what consumers care most about, whether it be product quality, sizing, price, or availability.

What are these categories? The subreddit thread segregates conversations in a predefined filter for better navigation and thread classification for members of the group to navigate and for anyone intending to post or learn.

Given that sentiment analysis tools have varying sensitivities and biases, calibrating the sentiments based on a manually annotated categories gives more accuracy and context.



We leverage the categorical filters to understand what are the top areas of engagement which is as seen above.

Top comments with the most up votes and comments for 'Bad Review' category.

- What should I do? Just try to resell it on StockX? Or is it worth it to put in a Buyers Promise Request ? This is only my third time buying from them and its gonna be my last.. Heres more pics of the Hoodie I got from StockX
- I purchased a few bits from the cardinal drop and still haven't received a dispatch notification. Typically I receive the notification the next day, has anyone else had this issue with this drop? Shipping to the UK. . Shipping
- Placed my order at 12:01 and somehow out of stock<9d> fucking bullshit<a6>.
- I hit on the Nike hot steps on the night of release & since then I've gotten a tracking number but it's been in pre-shipment since. I can't help but to think the warehouse is just dancing around to music instead of shipping out orders. Any id eas what may be going on?. Confused
- I managed to purchase the full Chalet Polar set on drop day, order was confirmed etc. I got an email saying they had

shipped only the bottoms of my order, i didn't think anything of it, and just assumed it was an error and the full set would be shipped together . Well, the package arrived today and they were correct , they have only shipped the bottoms within the order, and i've had no update on the hoodie. Is this normal for NOCTA? i've sent 3 emails now and i keep getting the same response. Any help would be appreciated!.. Problem with Nocta delivery

- Has anyone still had there pants or orders not shipped? My blue pants still havent been shipped yet and its been a month

What insights does it reveal?

As evidenced by the context of conversations, we see that there's more concerns around product availability and shipment issues, product sizing followed by last but not least being authenticity.

Nike has long operated on a model of scarcity and hype in order to surge demand, and the supply chain issues stemming from the pandemic upped the scarcity factor. However, the pandemic-era inventory shortages of consumer goods reversed and, in some cases, become painful surpluses. Nike saw itself sitting on mountains of excess inventory. The inventory stockpiles are one reason Nike's shares have cratered in 2023^(↩). Most of the public concerns are circling around this very inventory issue which as a matter is correlated to Nike's strategy shift back in 2019

Key factor to consider here is that the brand has already starting to partner with retailers and wholesale players shifting its focus from Nike DTC which the company has predominantly invested in.

The process

Step 1: I took to Reddit as a source to build my dataset by means of fetching customer feedback and conversations around the brand as it is rich with context and can shed light on the

```
Import data.py x
3 import httpx
4
5 base_url = 'https://www.reddit.com'
6 endpoint = '/r/NOCTADRAKE'
7 category = '/hot'
8
9 url = base_url + endpoint + category + ".json"
10 after_post_id = 't3_1b7bfez'
11
12 dataset = []
13
14 for _ in range(10):
15     params = {
16         'limit': 100,
17         't': 'year',
18         'after': after_post_id
19     }
20     response = httpx.get(url, params=params)
21     print(f'fetching "{response.url}"...')
22     if response.status_code != 200:
23         raise Exception('Failed to fetch data')
24
25     json_data = response.json()
26
27     dataset.extend([rec['data'] for rec in json_data['data']['children']])
28
29     after_post_id = json_data['data']['after']
30     time.sleep(0.5)
31
32 df = pd.DataFrame(dataset)
33 df.to_csv(path_or_buf='reddit_python.csv', index=False)
for _ in range(10)
```

GET [/r/subreddit]/hot read rss support #

This endpoint is a listing.

g	one of (GLOBAL, US, AR, AU, BG, CA, CL, CO, HR, CZ, FI, FR, DE, GR, HU, IS, IN, IE, IT, JP, MY, MX, NZ, PH, PL, PT, PR, RO, RS, SG, ES, SE, TW, TH, TR, GB, US_WA, US_DE, US_DC, US_WI, US_WV, US_HI, US_FL, US_WY, US_NH, US_NJ, US_NM, US_TX, US_LA, US_NC, US_ND, US_NE, US_TN, US_NY, US_PA, US_CA, US_NV, US_VA, US_CO, US_AK, US_AL, US_AR, US_VT, US_IL, US_GA, US_IN, US_IA, US_OK, US_AZ, US_ID, US_CT, US_ME, US_MD, US_MA, US_OH, US_UT, US_MO, US_MN, US_MI, US_RI, US_KS, US_MT, US_MS, US_SC, US_KY, US_OR, US_SD)
after	fullname of a thing
before	fullname of a thing
count	a positive integer (default: 0)
limit	the maximum number of items desired (default: 25, maximum: 100)
show	(optional) the string all
sr_detail	(optional) expand subreddits

Codebase to retrieve the dataset from Reddit can be found here: [GitHub](#)

Made an HTML GET request from the forum page with specified parameters (screenshot right reveals the items limit). With the help of this code, I retrieved Reddit posts from the specified subreddit (r/NOCTADRAKE/hot), stored them in a pandas data frame, and saved them to a CSV file for further analysis. The code also handles rate limiting by pausing between requests.

The raw data had several fields and columns that needed to be cleaned, normalized, and standardized for further analysis.

	A	B	C	D
1	selftext	link_flair_text	ups	num_comments
2	Definitely hoping this is considered a winter drop so we get another one for spring. Is this considered a winter drop or spring drop?	Upcoming Release	2	3
3	pants**. There is two discoloration stains as circled in the pics. Idk how they happened since it was in my closet most of the time. I bought them from feature.com an invoice is attached via the pics at the end.			
4	Price 290 (includes shipping) US Only	Selling	1	2
5	Ordered on drop day (Thursday) and received a order is on the way email but it hasn't been picked up/no updates from DHL since. Is anyone else having this problem with the drop? Usually I get a dispatch notification the next day and can track it instantly.			
6	Ordered the full black shell tracksuit. Black hoodie and the black cap for reference. . Cardinal Drop UK	Shipping Question	1	0
7	LC on these pls.	Legit Check	5	8
8	Anyone know where best to buy this tracksuit besides from stockx.	Discussion	4	9
9	Never even thought about doing a legit check for these but now I'm curious.			
10	Thanks in advance!. I've had this hoodie for quite some time now, really thick and keeps me warm and toasty, was given by a friend.	Legit Check	1	7

Step 2: On further cleaning up the .csv, kept only the relevant columns that would be necessary to run the code and do the text mining and sentiment analysis.

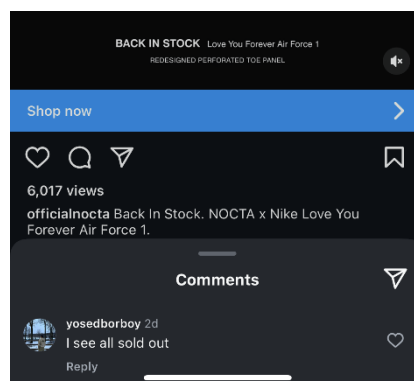
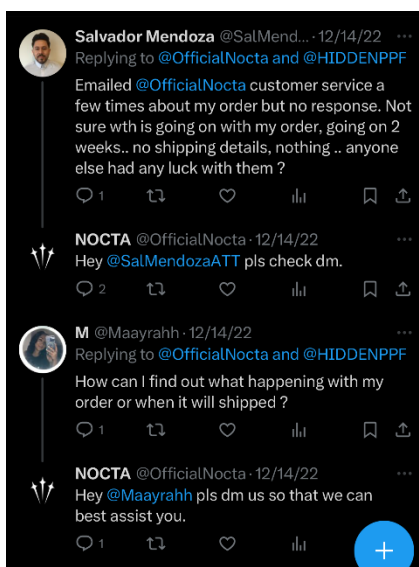
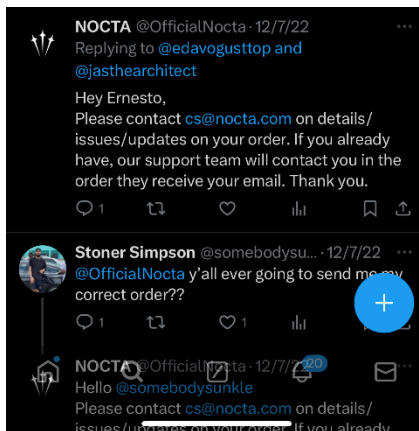
Ran several sentiment analysis models to find the optimal score and to find the ideal model. The Syuzhet performed the best from the rest in terms of accuracy. However, there were still a few misinterpretations. By normalizing and combining the scores from these diverse libraries, I am looking to leverage the strengths of multiple sentiment analysis approaches, which can enhance the robustness and reliability of the analysis. Each library may capture certain linguistic nuances that others miss, so using a combination can offer a more comprehensive view of sentiment in your dataset.

Step 3: Utilized graphical representations to showcase the results with NRC emotions.

Step 4: Then the next stage involved reviewing and adjusting subset of data manually to ensure that the sentiment analysis aligns closely with human judgment that is the predefined filters/categories under which conversations were bucketed.

Step 5: Graphical representation of the comments in proportion to the category to understand the context.

Some of the tweets and FB posts on social channels(↪)



This shows that the sentiment for the brand/product across social media also echoes the same. This perception needs to change for greater good.

References:

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6. <https://www-statista-com.eu1.proxy.openathens.net/statistics/1284465/top-trends-marketers-plan-leverage-worldwide/>
7. <https://www-statista-com.eu1.proxy.openathens.net/statistics/1452507/change-multicultural-media-ad-revenues-by-medium-united-states/>
8. <https://www.similarweb.com/blog/ecommerce/retail-insights/nike-footwear-q4/>
8. <https://www.modernretail.co/operations/why-nikes-dtc-pivot-didnt-pan-out/>
9. Nocta X channel
10. Nocta Meta channel