

Sports Brand X Marketing Analysis

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Consumer Insights & Analytics Final Assignment

Agenda

I. Survey data exploration

- Customer profile
- Touchpoints analysis

II. Marketing Strategy

- 4Ps analysis
- Text analysis

III. Marketing Plan

IV. Limitations & Further Exploration

Survey Data Exploration

Descriptive Analytics:
Age, Gender, Income, Spending
and Sport Behaviour

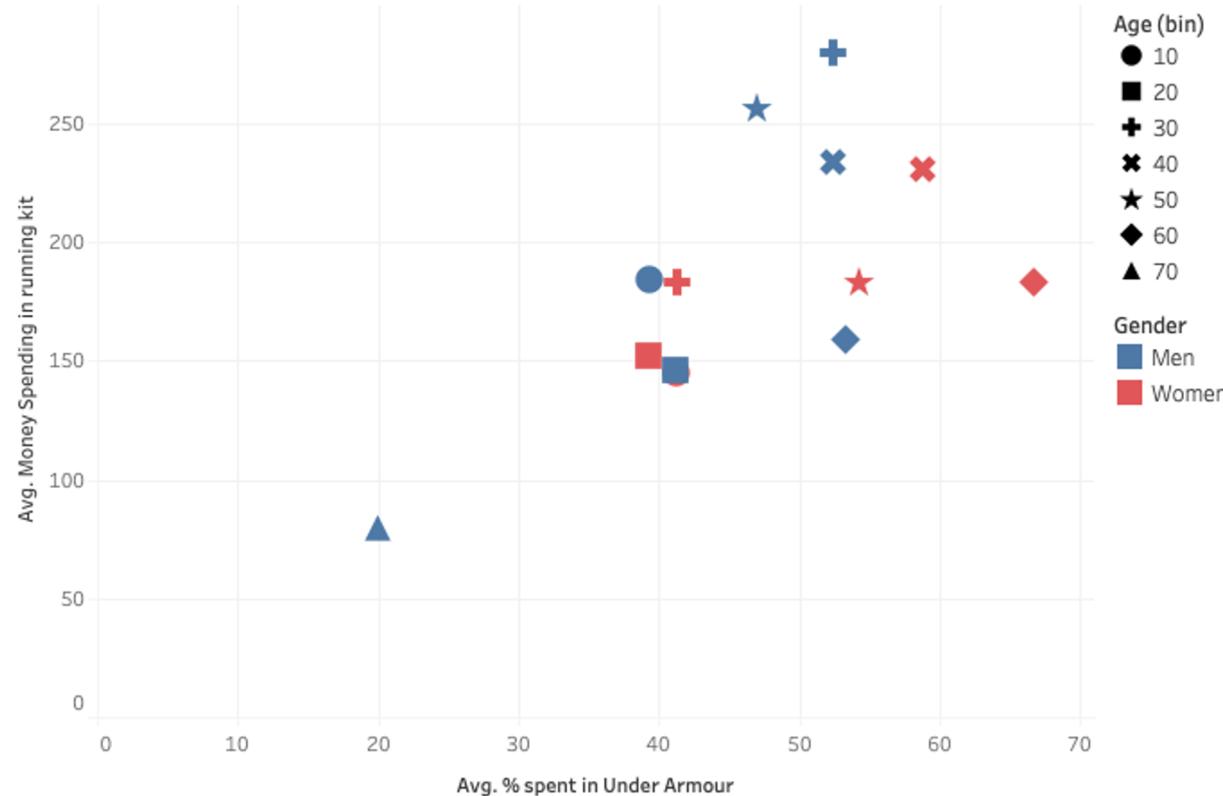
Demographics and Average Basket



- 20s Sporties cover the lionshare of X's customer base
- 30-40s yrs: fitness slump but have the highest basket \Rightarrow X missing out
- >50 yrs: Mid-life crisis sport return

Customer Segment Value

Market Penetration in Age and Gender



- Age groups with higher income tend to set themselves as most valuable customers
- Stars and Crosses \Rightarrow Top Customers

Brand Perception across Genders (1-agree, 7-disagree)

Agreeing with value statement of UA for both genders

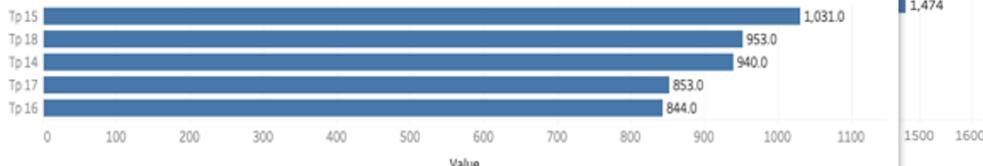


- Same Top #1 True Sport Brand perception across both Gender
- They feel X's products are suitable for #2 Running and #3 Serious Sports
- Neither gender group find X Fashionable or Unique

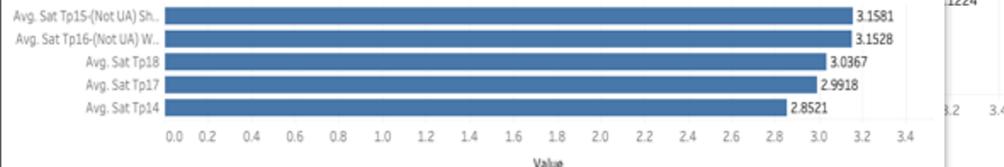
Touch points analysis

Selling channels

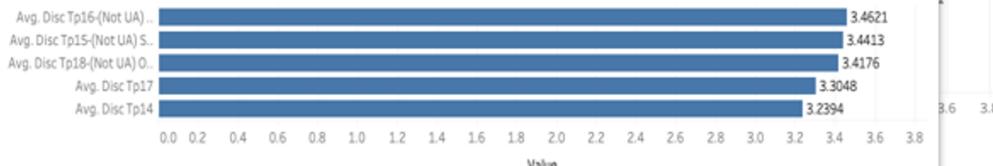
Selling channel TP



Selling channel Sat



Selling channel exp



Communication Channels

Outdoor advertising lifts satisfaction

User-Generated-Contents

Peer opinion has its impacts: on social media or face-to-face

Below-the-Line Experiences

Highest on using products
But payment and customer service needs improvement

Selling Channels

Non-UA brand has rather high exposure in terms of retail environment



Sporty Weekend Mom

Name: Debby Patricks #parkpilates

Age: 43 years-old

Average Income: £43,953/year

Average Spending in sport kit: £231/year

Favorite Sport Session: 5km run, 4 times a week

Sport Habits: Rarely competes in events, casual

Key Aspiring Values: Sport for All, Fashionable

Touch Points: #1 WOM, #2 Seeing fellow colleagues' apparel

Marketing Strategy

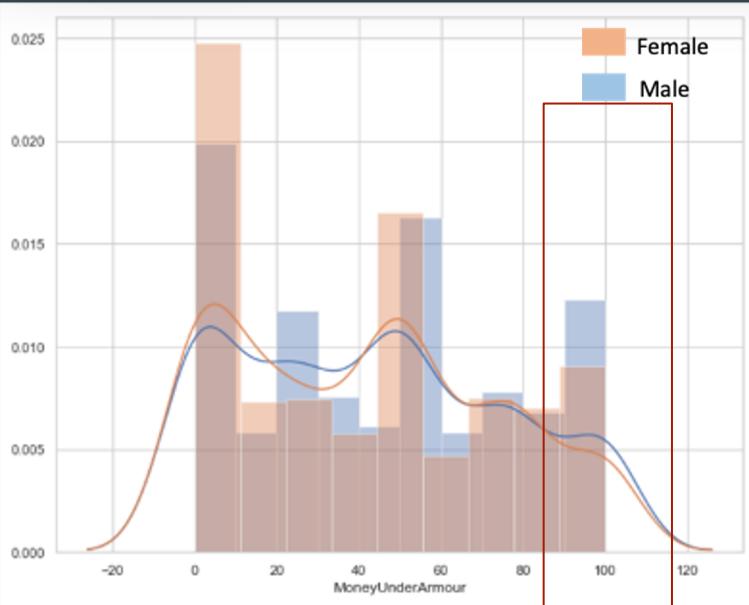
Insight & Recommendations

- 4Ps analysis
 - Text analysis
 - Pain points
-

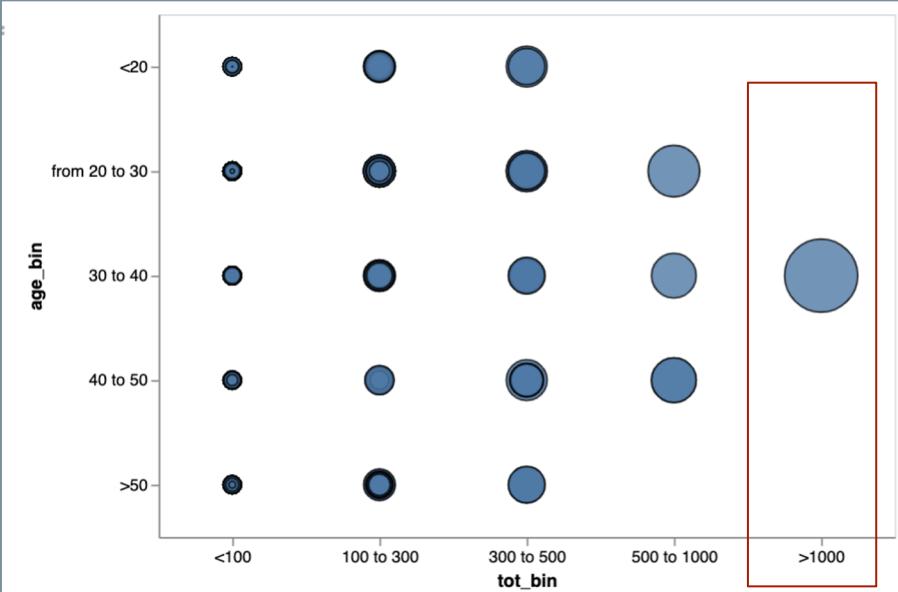
PRICE- Strategy

- **Price Differentiation** : Price discrimination to consumers who are loyal to brand.
For Men wears, and Middle age (30-40 yrs) segments, slightly higher prices can be applied, or deliver less coupon.

Gender Expenditure on Under Armour



Age Group Expenditure on Under Armour



PRODUCT- Strategy



User Experience Funnel Chart

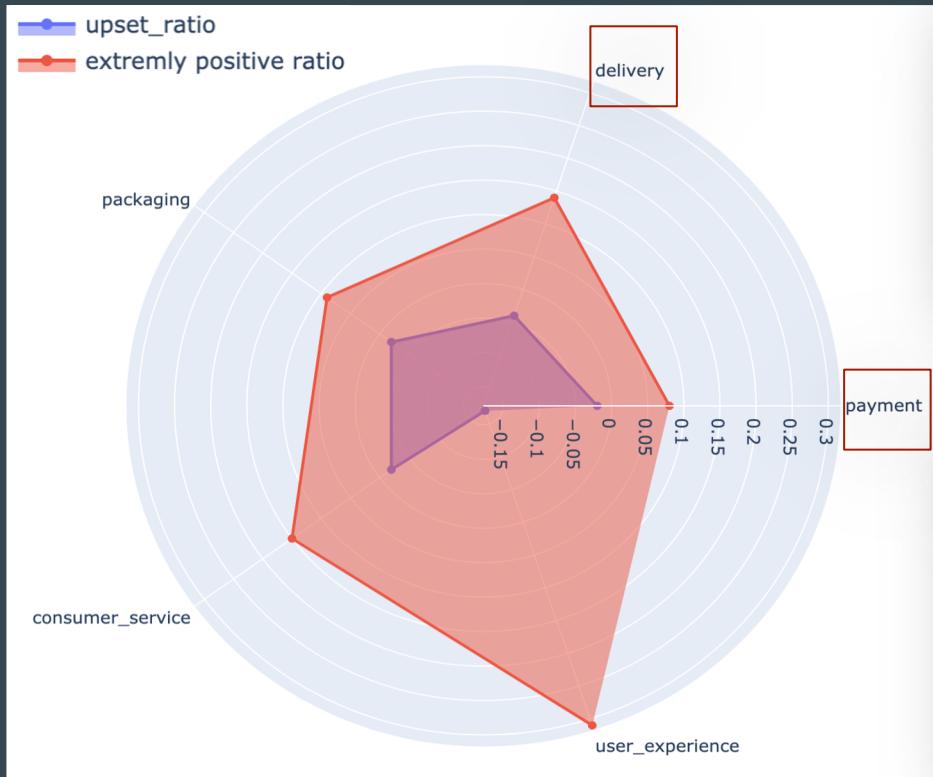
Findings

- **Larger audience :** More people had user experience than really pay for UA.

Strategy

- Product Campaign can be related to the Gift package for festivals.

PRODUCT- Strategy



Product Satisfaction Radar Chart

Findings

- For User Experience, 30% of people are extremely satisfied. However, 50% of them feel not as best as their expectation.

Strategy

- Improve the user experience to match consumer expectation. Conduct survey related to the product design, material quality etc.

PLACE- 020 seamless customer experience



- **Payment:** Set up constant customer service stop in high traffic stores, improving **post-purchase** experience for both online and offline transactions. Include **more payment methods** e.g. Paypal
- **Shop Design:** Build coherent eye-catching brand image display on digital advertising as well as **shopping window design**.
- **Delivery:** Make sure online and offline customers' data are integrated. **Enable in-store delivery pick up**, providing with professional product consults

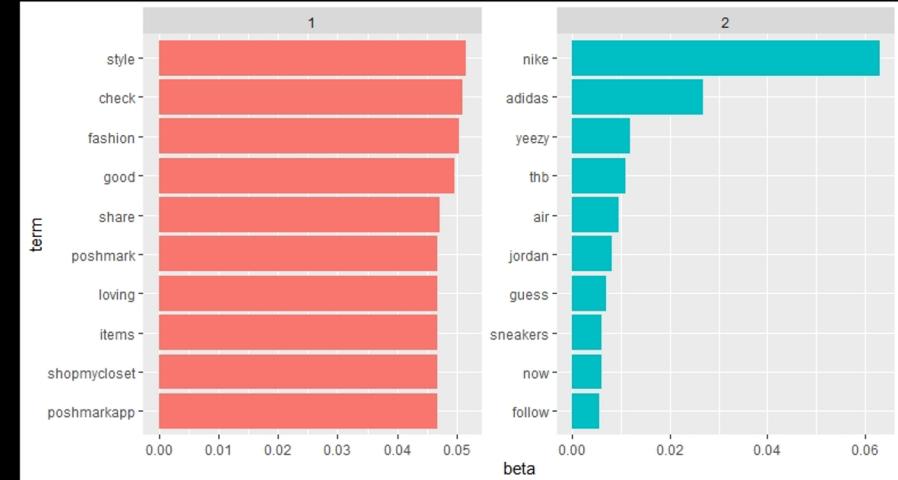
PROMOTION

Text analysis of tweets-Topic Modeling

women
tacoo user scored dreams
price paulmiller men paiknietsteller
boyhood paulmiller brightwes before puzzle
city time jordan release
louisvuitton imp share available look come
under armour yeezy fashion shoes sale no
shop items good day app
run jordan will guess sneakers
poshmark style check
one follow may running
brontos zone new via
social media loving
shopmycloset gmtc drop sneakerhead
burning misterioso 4k better
unknown adam back
pink

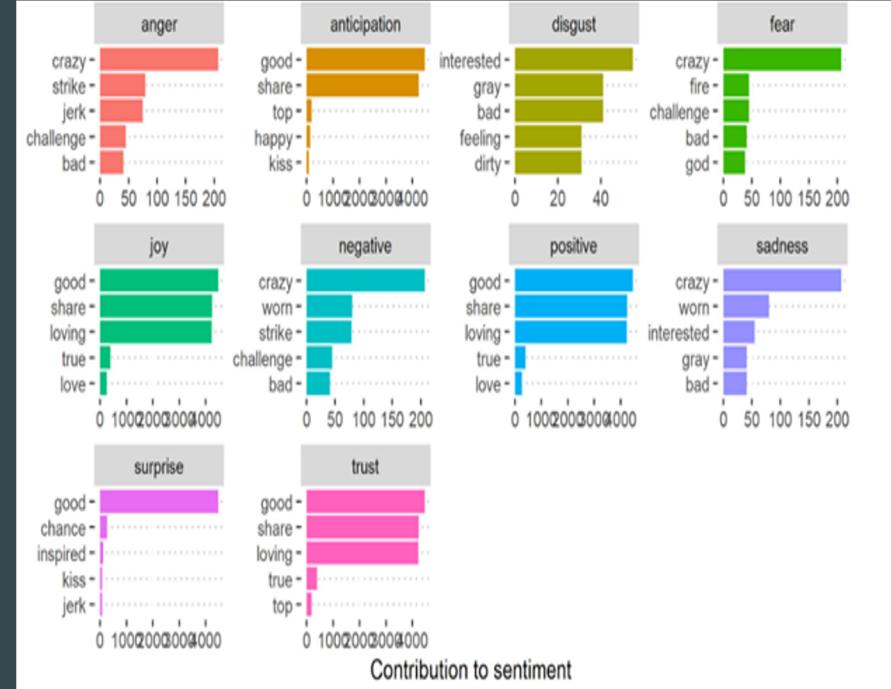
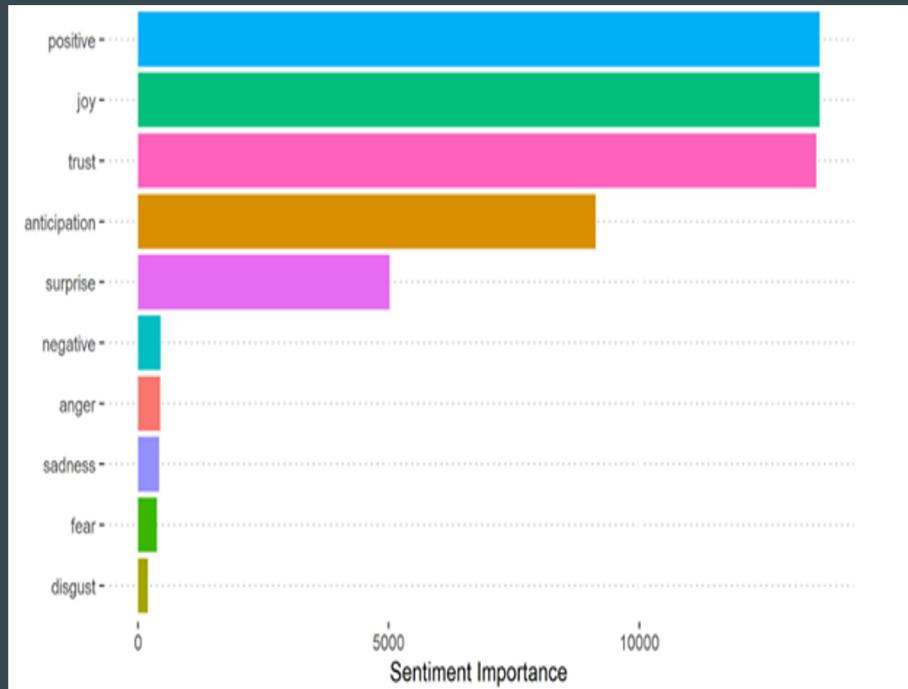


what is it **about**?
what is it **related** to?
what does it **feel** like?
what does it **mean**?



- Most frequent word : **nike**
- Along with the words **adidas**, **style**, **check** and **fashion**

Sentiment analysis



Analysis of ReTweets

6737
TWEETS

8.2K
MENTIONS

514
COMMENTS

Today we're auctioning off a pair of #Nike shoes that @justinbieber signed just for you.

ebay.ca/usr/houseofble...



Kylian Mbappé  @KMbappé · Dec 8, 2019
From the streets of Bondy to the world's biggest stage.
[@nikefootball](#) [#Nike](#) [#BondyDreams](#)



253

2.8K

32.3K



Nike Basketball  @nikebasketball · Jun 25, 2019
Fate can start you at the bottom. Dreams can take you to the top.
[#JustDoIt](#)

Congratulations to the 2019 Kia NBA Most Valuable Player:
[@Giannis_An34](#)

Watch his story, "I am Giannis," now in [the Nike App](#):
nike.app.link/IAmGiannis [#NBAAwards](#) [#KiaMVP](#) [#giannis](#) [#nike](#)



886

5.3K

13.7K



Cristiano Ronaldo  @Cristiano · Jul 6, 2019
New Mercs  
Excited for the season ahead in my new [@nikefootball](#) Mercurial. Available tomorrow at [Nike.com/football](#). [#CR7](#) [#NikeFootball](#) [#NikeMercurial](#)



816

4.1K

66.9K



Followers VS Friends

These are Influencers which can be used to promote the products

	screen_name	follower	friend	ratio
1	republic	1198753	3	399584.33
2	nikebasketball	2461230	234	10518.08
3	HYPEBEAST	711644	100	7116.44
4	Konami	983393	594	1655.54
5	R_sidney_V	1219103	2718	448.53
6	footlocker	1552406	4222	367.69
7	thisisanfield	646006	5056	127.77
8	Eastbay	454095	5292	85.81
9	tumisole	509432	41448	12.29
10	empireofthekop	1873320	944625	1.98

These can be used to position adverts on individual accounts for targeting promotions

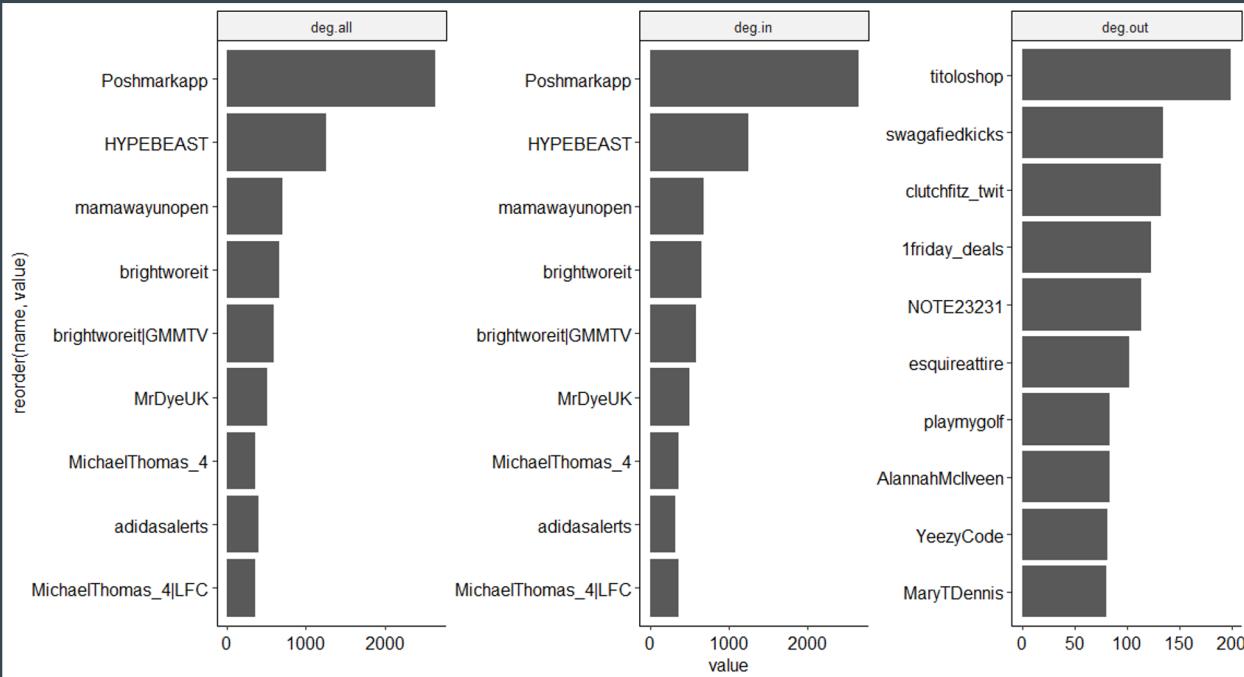
	screen_name	follower	friend	ratio
1	bartboiperv	1978	4997	0.396
2	laylafletcher	1996	4950	0.403
3	MatDW40	1980	4053	0.489
4	kylecohenNBA	1985	2964	0.670
5	2michealypse	1980	2329	0.850
6	macymae80	1987	2266	0.877
7	shinodogg	1985	1382	1.436
8	freakytaurusni1	1980	1328	1.491
9	oohsenisehunnie	1991	1184	1.682
10	SdOceanSea	1983	805	2.463

Network Analysis

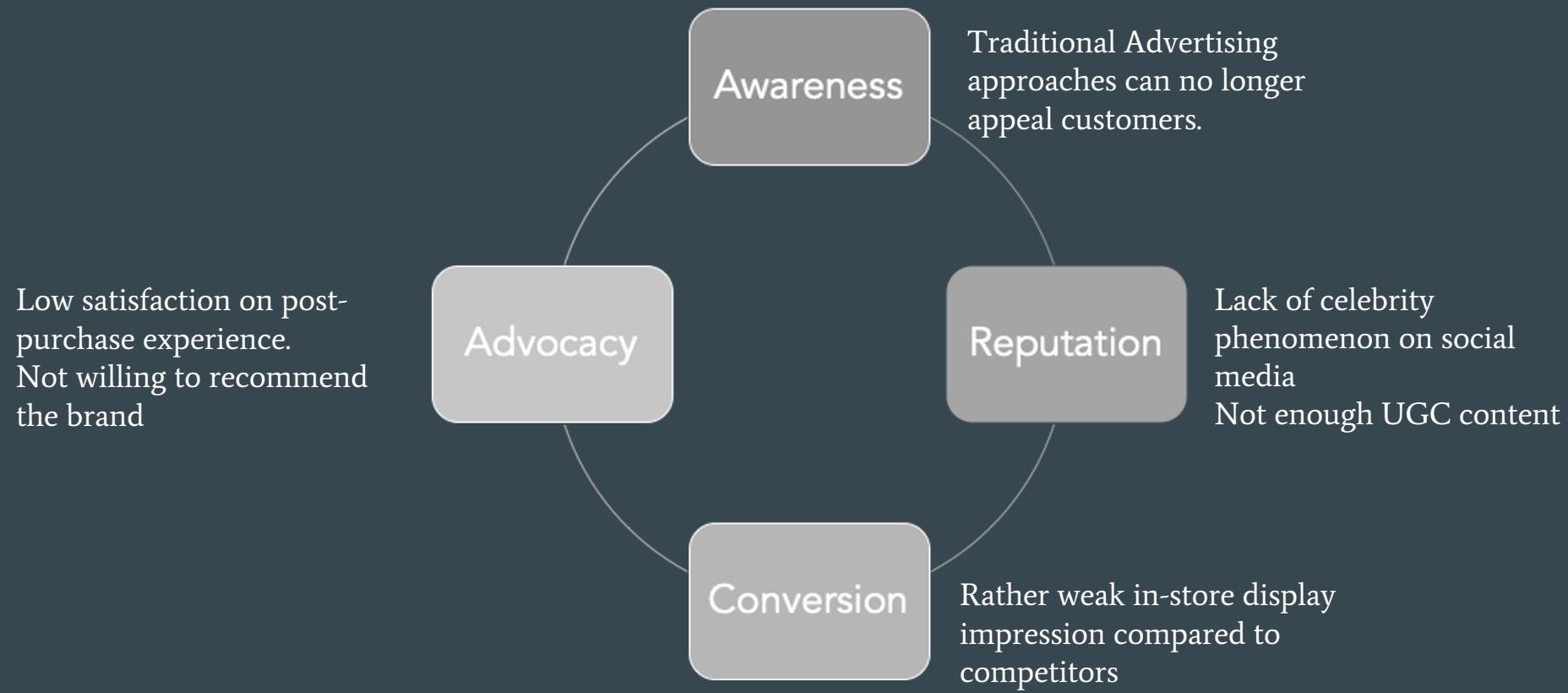
Titoloshop is most powerful influencer

Poshmark app is connected with highest information

1. ecount(rt_net):25325
2. vcount(rt_net): 13815
3. edge_density(rt_net):0.00013



Pain Points in UA Customer Journey



Our Plan- Creating eBuzz, enforcing product reliability

Core Campaign Message:

Your most reliable friend for work out

Wave 1:
Outdoor
Advertising:
Speak the
campaign
statement

Wave 2:

HYPEBEAST

Co-op with
multiple strong
biz accounts

Wave 3:

Consumer event
on social
platforms



Always-on product reviewing/unboxing seedings

- micro influencers for key pillar products



Limitations & Further Exploration

Limitations

- Survey was conducted on X's already existing customer base.
- Twitter is time-biased: word clouds and influencers reach fluctuate daily
 - Justin Bieber signed Nike shoes polluting the feeds.

New data set, new perspectives

- Nielsen Reports of competition performance \Leftrightarrow product categories X is missing to target consumer persona or price setting.
- Integrate data from other social network platforms like consumer reviews, youtube, instagram, fb to get 360 degree view of consumer; useful in Brand Asset Management.

THANK YOU FOR YOUR ATTENTION

Pei-Hsui Shih - Sophia Benjelloun - Jiaqi Liu - Gaurav Punjabi - Amaury Charbon
