



Media Campaign Plans

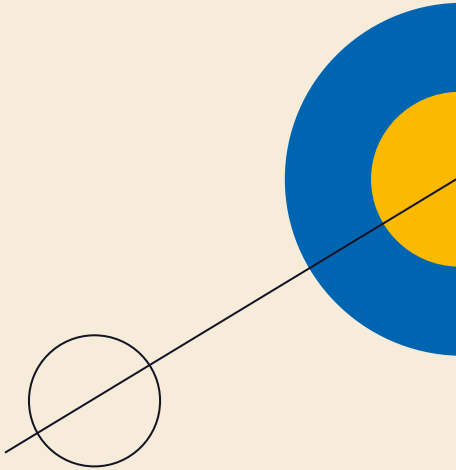
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For Adidas, 2021

Our Company

THE SUPERSTARS

Starting with just four members in a small college classroom, our company has expanded to helping advertise and expand client's sales, target audience, etc. Currently, the "Superstars" are working on a media plan for a company called Adidas where we hope to broaden their target market by reaching more of the "everyday" consumer.





OUR TEAM

Jared Osborne

Undergraduate Student at MSU,
Advertising Management special
with a background in creative

Luciano Cavazos


Undergraduate Student at MSU,
Advertising Management

Sarah Kenkel

Undergraduate Student at MSU,
Advertising Management special
with a minor in sales

Hailey Phillips

Undergraduate Student at MSU,
Advertising Management special
in the ADPR Department





INTRODUCTION

- Adidas is a clothing, show, and accessory brand rooted in bringing athletes around the world to become better together.
- Originality is crucial to Adidas and showcased through their clothes, shoes, accessories, and most importantly, their three-stripped trademark in order to always remain innovative and authentic.
- Media Challenge: Adidas has the potential to expand their current market. Instead of focusing on celebrities and social class, our new marketing objective is to reach an audience focused on the “everyday” consumer finding success in their personal fitness or athletic goals.

Existing Consumers



Amateur Athletes

- 15-29 years old
- Very active lifestyle



Upper Social Class

- Average price of product is around \$80
- Middle-higher middle class

Graph

22 - 24	***	336	9,735	5%	100%	100	89	2,749	7.7%	28.2%	153	↑
25 - 29	***	628	17,366	8.9%	100%	100	157	3,825	10.7%	22%	119	↑
30 - 34	***	640	18,728	9.6%	100%	100	127	3,485	9.7%	18.6%	101	↓

PROSPECTIVE TARGET:

22-24

Age

Middle-Upper Class

Yearly earnings

Media Vehicle %

ESPN: Target audience makes up for 25% of ESPN users.
Facebook: Our target audience makes up about 23% of Facebook.
Instagram: Our target audience makes up for about 29.8% of Instagram's user base.
Influencers: 89.1 million of our target market will see the ads per month.

Psychographics

-Everyday Consumer

-Casual Fitness Guru

Market Share

42% of U.S. consumers stated that they usually bought Adidas clothing, shoes, and accessories

SOCIAL MEDIA



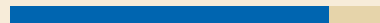
Typical Media Use



Internet



Outdoor



TV



Graph

Adidas Draft 1		TOTAL					ADIDAS					...	22 - 24		
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX		SAMPLE	WEIGHTED	V
INTERNET ACT...D HIGHEST	***	2,019	42,661	17.5%	100%	100	261	5,760	20%	13.5%	114	↑	69	1,829	1
INTERNET ACT...3 (MIDDLE)	***	2,041	42,639	17.5%	100%	100	229	5,679	19.8%	13.3%	113	↑	81	2,379	1
INTERNET ACT...ND LOWEST)	***	2,335	42,623	17.5%	100%	100	273	4,420	15.4%	10.4%	88	↓	* 52	* 1,191	7
INTERNET ACT...5 (LOWEST)	***	2,258	42,966	17.7%	100%	100	282	6,084	21.2%	14.2%	120	↑	87	2,533	2
QUINTILE 1 (HIGHEST)	***	2,404	48,602	20%	100%	100	210	4,312	15%	8.9%	75	↓	* 42	* 1,208	7
QUINTILE 2 (...D HIGHEST)	***	2,566	48,564	20%	100%	100	270	5,384	18.7%	11.1%	94	—	* 48	* 1,785	7
QUINTILE 3 (MIDDLE)	***	2,358	48,617	20%	100%	100	298	6,175	21.5%	12.7%	107	—	* 53	* 1,547	7
QUINTILE 4 (2ND LOWEST)	***	2,310	48,626	20%	100%	100	292	6,364	22.1%	13.1%	111	↑	106	3,131	2
QUINTILE 5 (LOWEST)	***	2,429	48,893	20.1%	100%	100	297	6,512	22.7%	13.3%	113	↑	195	4,809	3
QUINTILE 1 (HIGHEST)	***	2,356	48,542	20%	100%	100	299	6,127	21.3%	12.6%	107	—	82	2,349	1
QUINTILE 2 (...D HIGHEST)	***	2,402	48,600	20%	100%	100	281	5,703	19.8%	11.7%	99	—	81	2,281	1
QUINTILE 3 (MIDDLE)	***	2,421	48,620	20%	100%	100	249	5,632	19.6%	11.6%	98	—	68	2,090	1
QUINTILE 4 (2ND LOWEST)	***	2,470	48,604	20%	100%	100	272	6,120	21.3%	12.6%	107	—	93	2,700	2
QUINTILE 5 (LOWEST)	***	2,418	48,936	20.1%	100%	100	266	5,165	18%	10.6%	89	↓	120	3,059	2

Graph

Adidas Draft 1		...		22 - 24		...		MIAMI		...			
<div><div></div><div></div></div>		<div><div></div></div> HORIZONTAL	<div><div></div></div> INDEX	<div><div></div></div> SAMPLE	<div><div></div></div> WEIGHTED	<div><div></div></div> VERTICAL	<div><div></div></div> HORIZONTAL	<div><div></div></div> INDEX	<div><div></div></div> SAMPLE	<div><div></div></div> WEIGHTED	<div><div></div></div> VERTICAL	<div><div></div></div> HORIZONTAL	<div><div></div></div> INDEX
INTERNET ACT...D HIGHEST)	...	13.5%	114	69	1,829	14.7%	4.3%	84	100	549	14.6%	1.3%	84
INTERNET ACT...3 (MIDDLE)	...	13.3%	113	81	2,379	19.1%	5.6%	109	84	502	13.4%	1.2%	76
INTERNET ACT...ND LOWEST)	...	10.4%	88	52	1,191	9.5%	2.8%	54	112	707	18.9%	1.7%	108
INTERNET ACT...5 (LOWEST)	...	14.2%	120	87	2,533	20.3%	5.9%	115	136	746	19.9%	1.7%	113
QUINTILE 1 (HIGHEST) TV¹	...	8.9%	75	42	1,208	9.7%	2.5%	48	119	632	16.9%	1.3%	84
QUINTILE 2 (...D HIGHEST)	...	11.1%	94	48	1,785	14.3%	3.7%	72	137	775	20.7%	1.6%	104
QUINTILE 3 (MIDDLE)	...	12.7%	107	53	1,547	12.4%	3.2%	62	119	613	16.4%	1.3%	82
QUINTILE 4 (2ND LOWEST)	...	13.1%	111	106	3,131	25.1%	6.4%	126	143	975	26%	2%	130
QUINTILE 5 (LOWEST)	...	13.3%	113	195	4,809	38.5%	9.8%	192	105	753	20.1%	1.5%	100
QUINTILE 1 (H...T) OUTDOOR¹	...	12.6%	107	82	2,349	18.8%	4.8%	94	122	904	24.1%	1.9%	121
QUINTILE 2 (...D HIGHEST)	...	11.7%	99	81	2,281	18.3%	4.7%	91	120	555	14.8%	1.1%	74
QUINTILE 3 (MIDDLE)	...	11.6%	98	68	2,090	16.7%	4.3%	84	115	752	20.1%	1.5%	100
QUINTILE 4 (2ND LOWEST)	...	12.6%	107	93	2,700	21.6%	5.6%	108	123	671	17.9%	1.4%	90
	...	10.6%	89	120	3,059	24.5%	6.3%	122	143	867	23.1%	1.8%	115

Graph

Adidas Draft 1			...		22 - 24					...		MIAMI				...	
<div><div></div><div></div></div>			<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
			HORIZONTAL	INDEX		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	
TOTAL			11.8%	100		444	12,480	100%	5.1%	100		623	3,748	100%	1.5%	100	
INTERNET ACT... (HIGHEST)			11.6%	98		139	4,196	33.6%	9.9%	192		91	761	20.3%	1.8%	116	
INTERNET ACT...D HIGHEST)			13.5%	114		69	1,829	14.7%	4.3%	84		100	549	14.6%	1.3%	84	
INTERNET ACT...3 (MIDDLE)			13.3%	113		81	2,379	19.1%	5.6%	109		84	502	13.4%	1.2%	76	
INTERNET ACT...ND LOWEST)			10.4%	88		* 52	* 1,191	* 9.5%	* 2.8%	* 54		112	707	18.9%	1.7%	108	
INTERNET ACT...5 (LOWEST)			14.2%	120		87	2,533	20.3%	5.9%	115		136	746	19.9%	1.7%	113	
QUINTILE 1 (HIGHEST)			8.9%	75		* 42	* 1,208	* 9.7%	* 2.5%	* 48		119	632	16.9%	1.3%	84	
QUINTILE 2 (...D HIGHEST)			11.1%	94		* 48	* 1,785	* 14.3%	* 3.7%	* 72		137	775	20.7%	1.6%	104	
QUINTILE 3 (MIDDLE)			12.7%	107		* 53	* 1,547	* 12.4%	* 3.2%	* 62		119	613	16.4%	1.3%	82	
QUINTILE 4 (2ND LOWEST)			13.1%	111		106	3,131	25.1%	6.4%	126		143	975	26%	2%	130	
QUINTILE 5 (LOWEST)			13.3%	113		195	4,809	38.5%	9.8%	192		105	753	20.1%	1.5%	100	
QUINTILE 1 (HIGHEST)			12.6%	107		82	2,349	18.8%	4.8%	94		122	904	24.1%	1.9%	121	
QUINTILE 2 (...D HIGHEST)			11.7%	99		81	2,281	18.3%	4.7%	91		120	555	14.8%	1.1%	74	
QUINTILE 3 (MIDDLE)			11.6%	98		68	2,090	16.7%	4.3%	84		115	752	20.1%	1.5%	100	

Existing & Prospective Brand Usage Geographies



Miami, FL

highest



Cleveland, Ohio

lowest



Graph

Enter Crosstab Name		TOTAL					ADIDAS					...
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	
TOTAL		12,067	243,302	100%	100%	100	1,367	28,747	100%	11.8%	100	
ATLANTA	...	293	5,223	2.1%	100%	100	** 30	** 597	** 2.1%	** 11.4%	** 97	
BOSTON	...	271	5,097	2.1%	100%	100	** 19	** 491	** 1.7%	** 9.6%	** 82	↓
CHICAGO	...	627	7,278	3%	100%	100	81	816	2.8%	11.2%	95	
DALLAS	...	590	5,853	2.4%	100%	100	68	593	2.1%	10.1%	86	↓
DETROIT	...	307	3,727	1.5%	100%	100	* 31	* 434	* 1.5%	* 11.7%	* 99	
CLEVELAND	...	309	2,904	1.2%	100%	100	** 25	** 185	** 0.6%	** 6.4%	** 54	↓
HOUSTON	...	655	5,316	2.2%	100%	100	88	797	2.8%	15%	127	↑
LOS ANGELES	...	1,122	13,944	5.7%	100%	100	158	2,289	8%	16.4%	139	↑
MIAMI	...	623	3,748	1.5%	100%	100	86	675	2.3%	18%	152	↑
NEW YORK	...	1,081	16,450	6.8%	100%	100	161	2,691	9.4%	16.4%	138	↑
PHILADELPHIA	...	373	6,130	2.5%	100%	100	* 55	* 1,024	* 3.6%	* 16.7%	* 141	↑
SAN ANTONIO	...	462	2,051	0.8%	100%	100	* 47	* 251	* 0.9%	* 12.2%	* 104	
SAN FRANCISCO	...	585	5,923	2.4%	100%	100	63	765	2.7%	12.9%	109	
WASHINGTON DC	...	367	5,281	2.2%	100%	100	** 27	** 568	** 2%	** 10.8%	** 91	

* Indicates a cell count from 31 to 60. Projections may be unstable, use with caution.

**Indicates a cell count below 31. Projections are likely unstable, use with caution.

COMPETITORS



Nike

Founded in 1964 in Eugene, Oregon. One of the world's largest providers of sports apparel and shoes. Has the motto of "Just Do It."



Puma

Founded in 1948 in Herzogenaurach, Germany. Provides sporting apparel. Has the motto of "Forever Faster."



Under Armour

Founded in 1996 and provides sports apparel. Has the motto of "Protect This House"

Competitors



Nike

- Founded in Eugene, Oregon in 1964
- Founded by Bill Bowerman
- Strives to bring inspiration to athletes
- "Just Do It."
- Spends \$53,426,000 on Advertising
- Owns 30.6% of the Market Share

COMPETITORS



Puma

- Founded in 1948 in Germany
- Founded by Rudolf Dassler who is the brother of Adolf Dassler the founder of Adidas
- “Forever Faster”
- Spends \$1,920,000 on Advertising
- Owns 17.2% of market share

COMPETITORS

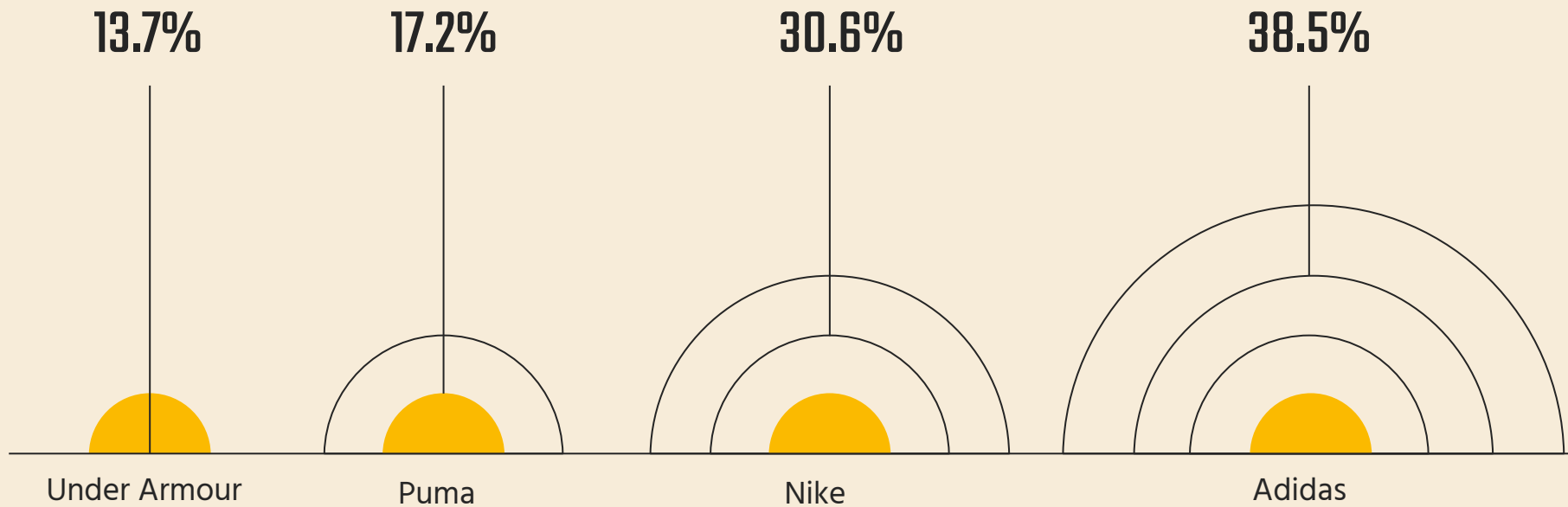


Under Armour

- Founded in 1996 in Washington D.C.
- Founded by Kevin Plank
- "Protect This House"
- Spends \$12,997,000 on advertising
- Owns 13.7% of the Market Share



Share of Market





Time

We are having this campaign throughout 2021 until the beginning of 2022. So we can see what worked and what failed to further improve our strategies going further.

Seasonality

We will pulse our ads in the months that are most popular for buying, which would be the spring sports season, summer, and around the holiday season, especially for black Friday. Because of how important these times are for us, we will be pushing out our ads in a pulse. We will advertise the most during April, May, August, November, and December. While the other months in between we will still be advertising but less than the previous months stated.

SWOT ANALYSIS



FIFA

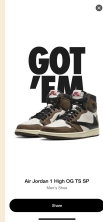


THE BRAND WITH THE THREE STRIPES
DIE WELTMARKE MIT DEN 3 STREIFEN
LA MARQUE 3 BANDES
3ストライプのブランド

STRENGTHS

- Well known brand name
- Strong financial resources
- Large distribution network

- Reliable workers
- Establishing a fan base
- Sponsoring big sporting events
- Great instore advertising and ads that are very easy to understand.



JUST
DO
IT.

WEAKNESSES

- Less celebrity endorsements than competitors
- Not as strong with digital marketing compared to instore and in person or other competitors
- Memorability compared to Nike

- Adidas Online social presence
- Lack of money put into paid endorsements compared to competitors
- Lack of money put into advertisement compared to competitors



OPPORTUNITIES

- Decreasing environmental impact
- New sporting territories
- Market new technology for better performance

- Advertise more women's sport apparel and more unisex clothing
- Use more women athletes/celebrities to promote new technologies and lines of clothing to develop online presence
- Signing more exclusive deals with teams



THREATS

- Competition
- Fast fashion/Liability laws in other countries
- Counterfeit products

- Nike as competition, specifically the sneakers app
- Other competitors in this niche as they are also trying to beat Nike

Marketing
SWOT

Communication
SWOT



Objective



Marketing

Our marketing objective for Adidas is to work the duration of the campaign towards, a universal brand image across all markets. We will do this by using a central brand theme that will reflect across stores, social media, and future marketing campaigns. Using this universal brand image as a base, we can add to it to reach audiences from 20-24, through promoting more apparel with unisex options, environmental remixes, or womens sports. While continuing to promote our mens and sports, we want to prioritize women and more environmentally friendly options within sports and lifestyle.

Advertising

Our Advertising objective for Adidas is to increase a cohesive social media image across all accounts, primarily Instagram, Facebook, TikTok, and Twitter, to reach target audiences between 20-24 . We will start by producing content for all platforms in the first month, then begin producing platform exclusive content to attract our following to more than just one of our accounts, we will find 1-3 influencers on each app to create a partnership with, to promote our brand, lifestyle, and overall message and increase our share of community, voice, and being apart of the conversation.

Media

We want to reach 20-24 year olds in the United states who actively use Instagram, Facebook, TikTok or Twitter and live an active lifestyle. We want to reach 70-80% of our target market. With the frequency planning matrix, we figured a frequency of 3 would be perfect or 2 depending on the type of response. Since a slight lack of presence on certain apps it would be best to run this campaign as a pulse throughout 2021, into the start of 2022.





OUR PLANS



Media Strategies

- Using digital, cable, and BTL media in our campaign.
- Using a pulsing campaign style



Media Tactics

- Facebook & Instagram as our digital marketing
- ESPN as our cable marketing
- Sponsors(4) as our BTL Marketing

Red: High Pulse Month Blue: Medium Pulse Yellow: Low Pulse

	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Facebook	Blue	Red	Yellow	Yellow	Red	Yellow	Yellow	Blue	Red
Instagram	Yellow	Red	Yellow	Red	Red	Yellow	Red	Yellow	Red
ESPN	Red	Red	Yellow	Yellow	Red	Yellow	Yellow	Red	Red
Lionel Messi	Red	Red	Yellow	Yellow	Red	Yellow	Yellow	Red	Red
James Rodriguez	Red	Red	Yellow	Yellow	Red	Yellow	Yellow	Red	Red
Beyonce	Red	Red	Yellow	Yellow	Red	Yellow	Yellow	Red	Red
Kanye West	Red	Red	Yellow	Yellow	Red	Yellow	Yellow	Red	Red

Media Vehicles



Facebook

2.8 billion monthly active users, 1.84 billion users that are visiting the site daily.

72% of Facebook users are 18-44

Our target audience makes up
~23% of Facebook

Adults in their 20's is the largest
demographic.

Facebook enables advertisement
based on age, interests, behavior,
and location all with stored data.



Instagram

Instagram has an average of 500,000,000 daily visitors.

29.8% of Instagram's user base are
ages 18-24



Media Vehicles



ESPN

85.9mm unique viewers monthly.
Over 165MM followers on all of their platforms
combined.

ESPN is #1 cable network among
adults 18-49 for the past 10
consecutive years.



Sponsors

445,500,000 followers
in total

Targeting influencers that fit our
campaigns age and target
audience.

Influencers with an active and
engaging audience.



Monthly TAI & GRP's

400

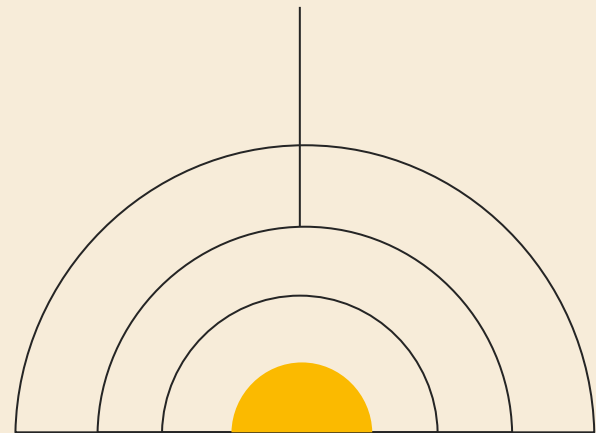
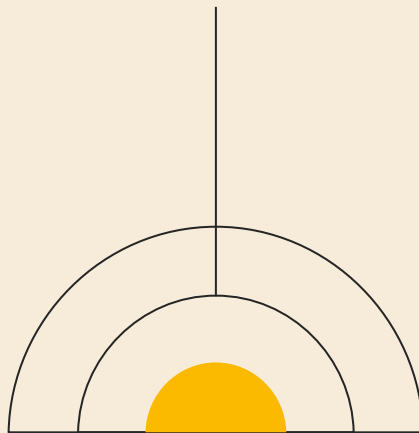
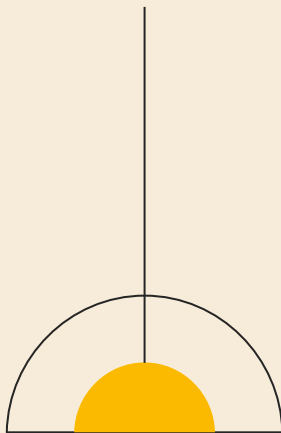
642,320,000 - 663,040,000

12,674,674,675 - 13,103,663,664

GRP

TAI

TAI



ESPN

Instagram

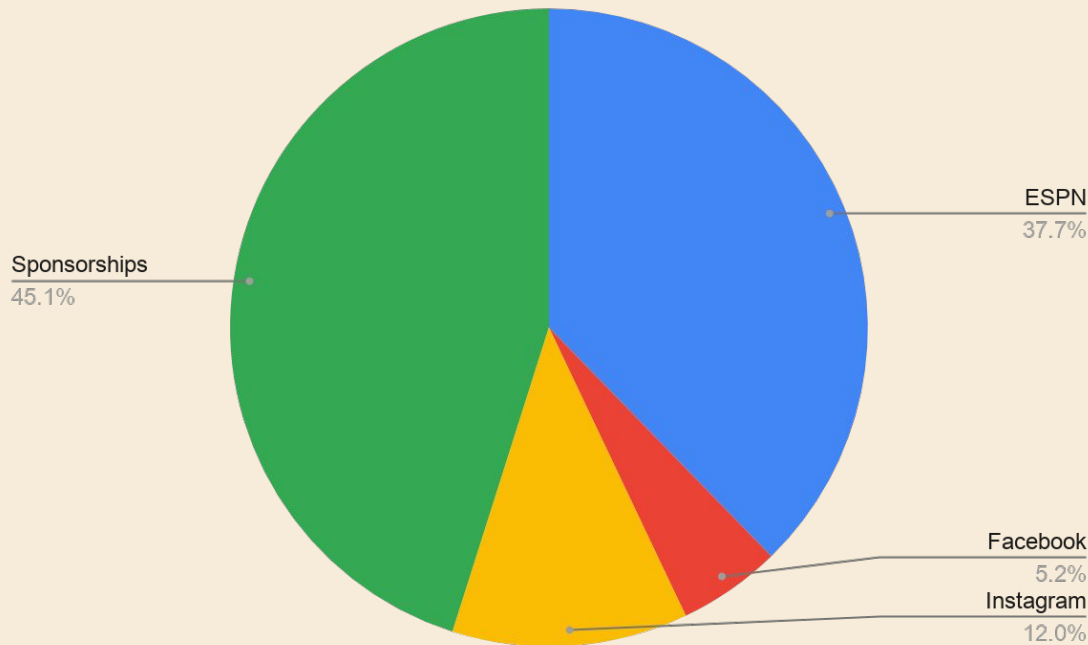
Facebook

		April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
	Instagram Price/ month CPM: \$3.50	\$1,890,000	\$1,953,000	\$1,470,000	\$1,519,000	\$1,953,000	\$1,470,000	\$1,519,000	\$1,890,000	\$1,953,000	\$15,617,000
	TAI	642,320,000	663,040,000	642,320,000	663,040,000	663,040,000	642,320,000	663,040,000	642,320,000	663,040,000	5,884,480,000
	Facebook Price/ month CPM: \$11.50	782,000	782,000	726,800	726,800	782,000	726,800	726,800	782,000	782,000	6,817,200
	TAI	12,674,674,675	13,103,663,664	12,674,674,675	13,103,663,664	13,103,663,664	12,674,674,675	13,103,663,664	12,674,674,675	13,103,663,664	116,217,017,020
	ESPN Price/ month	\$6,160,000	\$6,160,000	\$4,620,000	\$4,620,000	\$6,160,000	\$4,620,000	\$4,620,000	\$6,160,000	\$6,160,000	\$49,280,000
	GRP	400	400	400	400	400	400	400	400	400	3,600
	Lionel Messi	\$3,926,000	\$3,926,000	\$1,963,000	\$1,963,000	\$3,926,000	\$1,963,000	\$1,963,000	\$3,926,000	\$3,926,000	\$27,482,000
	James Rodriguez	\$930,000	\$930,000	\$465,000	\$465,000	\$930,000	\$465,000	\$465,000	\$930,000	\$930,000	\$6,510,000
	Beyonce	\$3,440,000	\$3,440,000	\$1,720,000	\$1,720,000	\$3,440,000	\$1,720,000	\$1,720,000	\$3,440,000	\$3,440,000	\$24,080,000
	Kanye West	\$122,800	\$122,800	\$61,400	\$61,400	\$122,800	\$61,400	\$61,400	\$122,800	\$122,800	\$859,600
Totals		\$8,418,800	\$8,418,800	\$4,209,400	\$4,209,400	\$8,418,800	\$4,209,400	\$4,209,400	\$8,418,800	\$8,418,800	\$58,931,600

Budget

Year round advertisement budget: \$130,645,800

Spent this campaign: \$17,313,800



ESPN

128 Units for the campaign



Instagram

Targeting 18,000,000 users per day



Facebook

148,200 units per month




Sponsorships

4 total sponsorships



Conclusion



Media Challenge: Adidas has the potential to expand their current market. Instead of focusing on celebrities and social class, our new marketing objective is to reach an audience focused on the “everyday” consumer finding success in their personal fitness or athletic goals.

- Doing so by targeting those specific people throughout our campaign.
- Using a great media mix that appeals to our target market.
- Pulsing throughout highpoints of the year to encourage casual buyers to buy, especially during high buying seasons.

Sources

Slides (Paper 1)

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Average Shoe Costs Hourly Wage Study,
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Slides (Paper 2)

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