

THE NIKE DIGITAL CAMPAIGN: AFRICA

(Influencers to Partner with: Proposal)

INTRODUCTION

This report aims to help in the selection of influencers and leaders to partner with during the upcoming Nike Digital Campaign in Africa.

The analysis is based on data collected from 2 websites: The ***Africa Freak*** site outlining the 100 most influential twitter users in Africa and The ***Atlantic council*** site outlining African Leaders response to coronavirus on Twitter.

The sites serve as starting points for the list of top leaders and influencers to explore from a long list of such twitter users.

After pulling out the influencers' and leaders' twitter handles from the sites, the follow up analysis is based on their twitter data ranging from tweets, followers, to hashtags and whatnots.

ANALYSIS PERFORMED

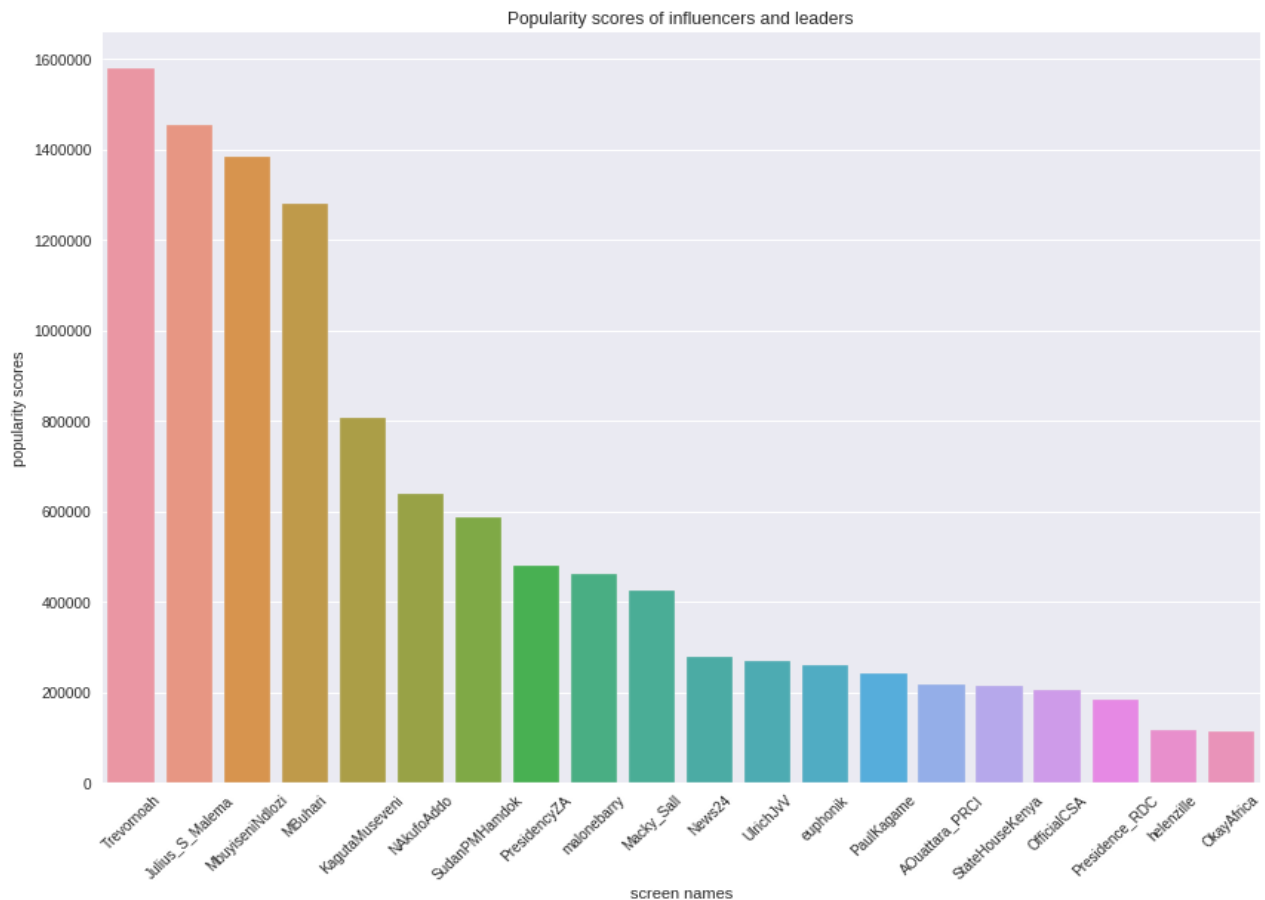
- **General Top Influencers and leaders:**

1. **Based on popularity:**

Popularity is defined as the fact that something or someone is liked, enjoyed, or supported by many people according to the cambridge dictionary.

In this context it is measured by the *number of retweets* and *likes* a user has on their tweets. The time range used for this is constant for all the users.

The plot below shows the scores of top 20 popular users.

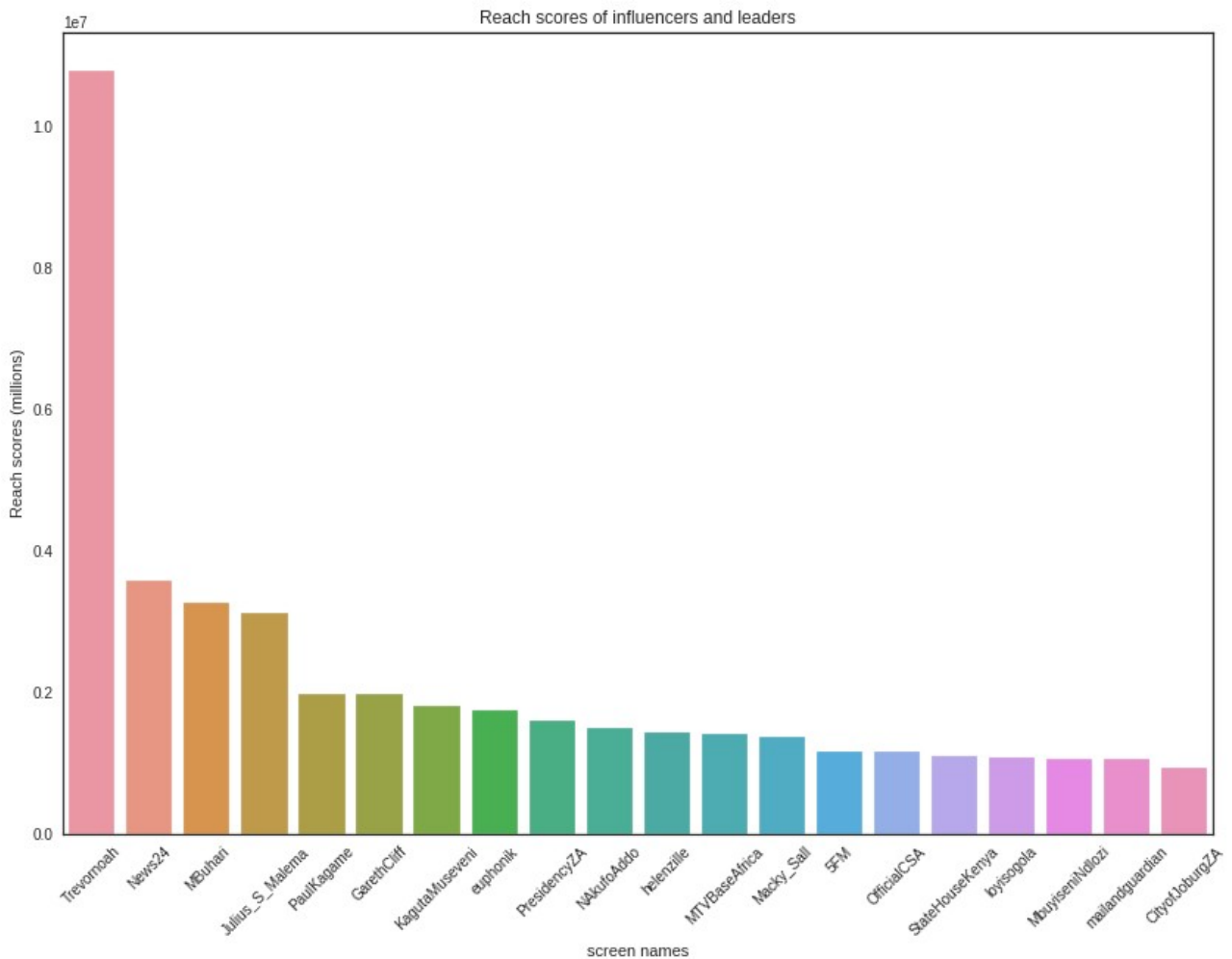


The variation is quite high between the first four and the others.

2. **Based on reach:**

Reach is the extent or range of something's or someone's application, effect, or influence according to the Oxford dictionary.

In this context, it is measured by the *number of followers* against *friends (following)* a user has. The time range used for this is constant for all the users. The plot below shows the scores of top 20 popular users.

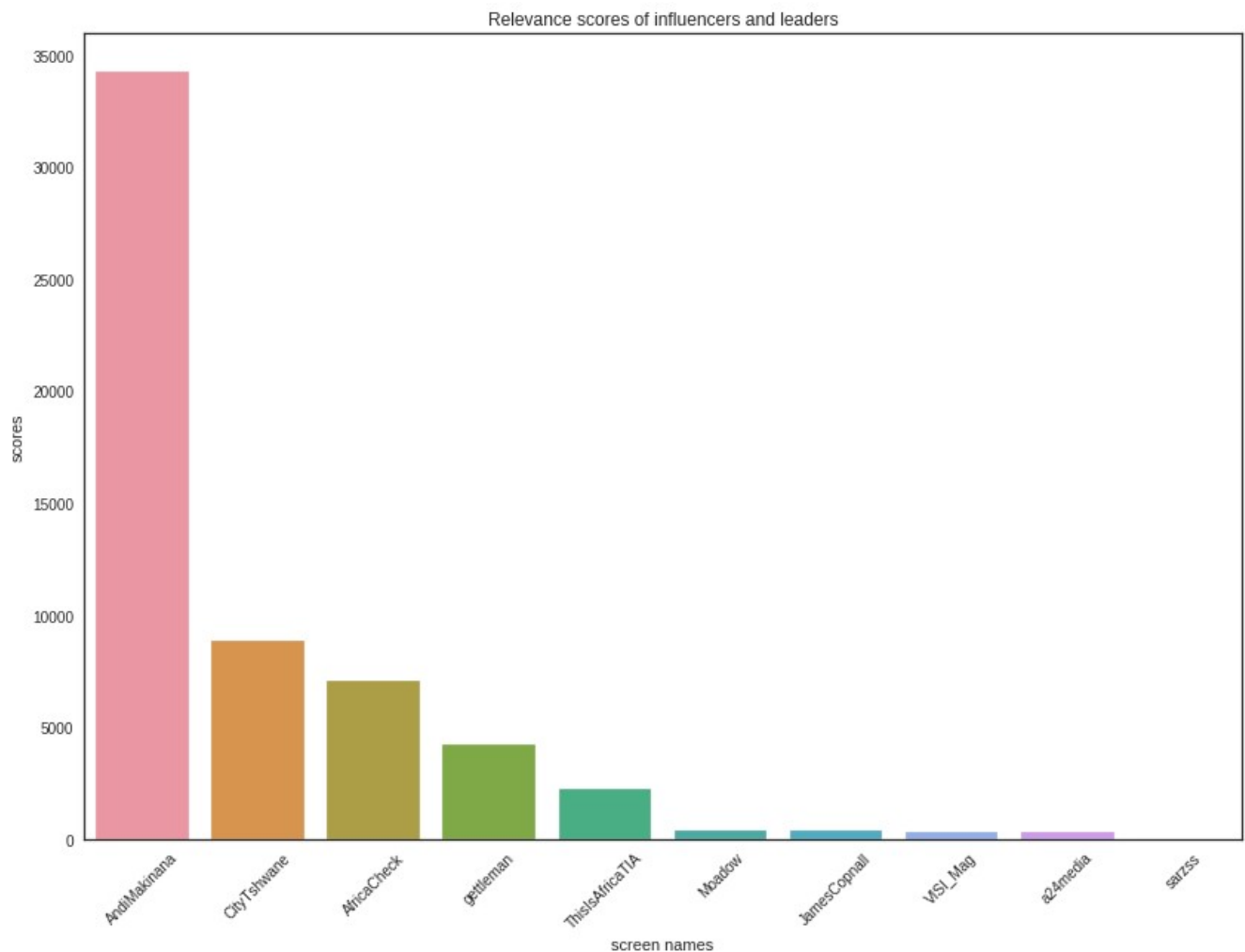


The variation is quite high too.

3. **Based on relevance:**

According to wikipedia, relevance is the concept of one topic being connected to another topic in a way that makes it useful to consider the second topic when considering the first.

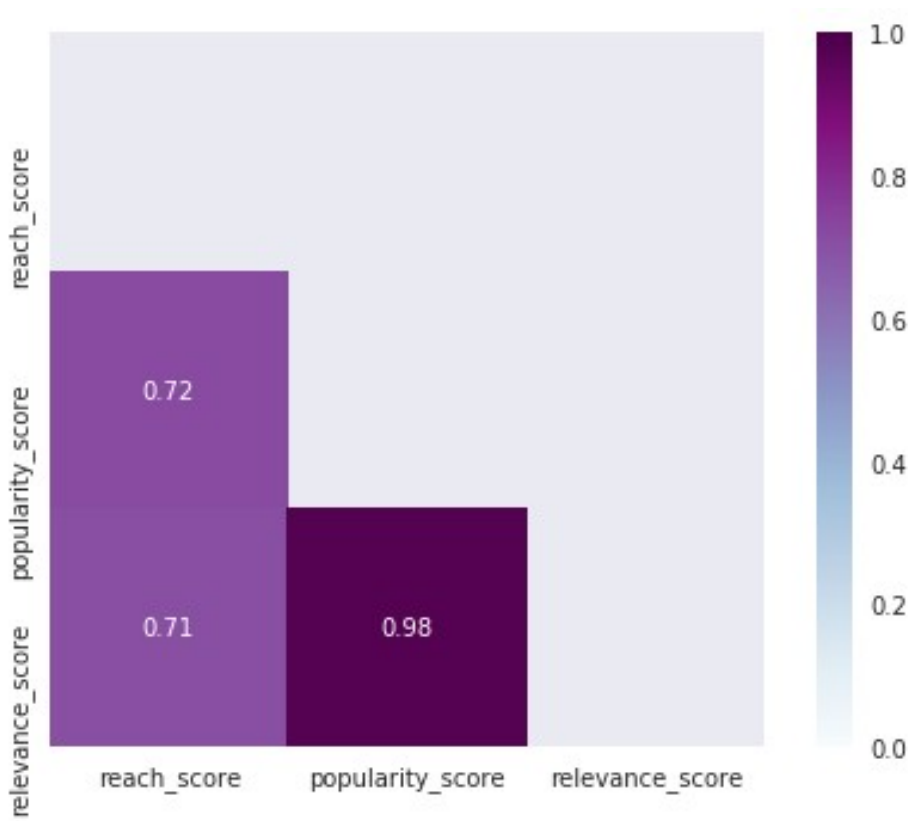
In this context, it is measured by the *number of retweets* and *mentions* a user has. The time range used for this is constant for all the users. The plot below shows the scores of top 20 relevant users.



Variation is high too between the first user and the rest.

- **Correlation:**

Correlation is a statistical measure of how two variables move in relation to each other. The variables in this context are the 3 classification categories. The plot below shows how the 3 variables correlate:



They depict a high correlation between each other with the highest score recorded being between *relevance* and *popularity* categories.

Given the high correlation between the three categories, a list of top 20 users is selected from the 60 based on their sum of the three scores.

The following are the top twenty users' screen names:

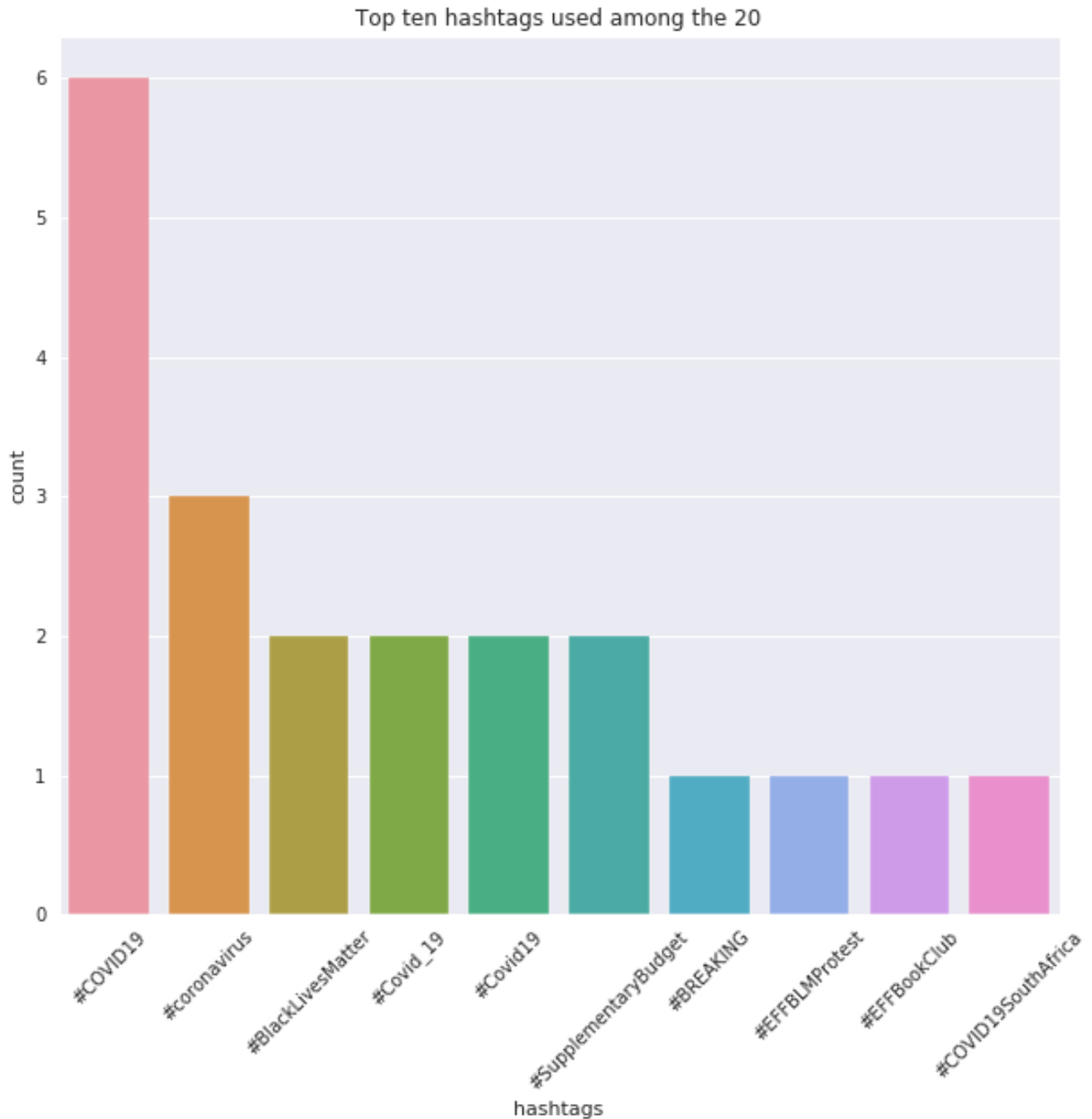
Trevornoah, Julius_S_Malema, Mbuhari, News24, KagutaMuseveni,
 MbuyiseniNdlozi, MbuyiseniNdlozi, PaulKagame, NakufuAddo,
 PresidencyZA, euphonik, GarethCliff, Macky_Sall, helenzille,
 MTVBaseAfrica, OfficialCSA, StateHouseKenya, 5FM, loyisogola,
 mailandguardian, Aouattara_PRCI.

The followup analysis will be based on the twenty of them.

- **Hashtags:**

A hashtag is a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic according to the Oxford dictionary.

The top hashtags common among the twenty users are as follows:



The other top common hashtags are as follows:

#euNITE947, #ProteasWomen, #AlwaysRising, #FutureStars, #T20WorldCup, #FreshOn947, #947MixAt6, #euNITE947, #COVID__19, # SavENG, #ProteaFire, #WeAreMore, #euNITE947\\nStream.

Going through them to understand what they imply and how they would affect the campaign:

- **#COVID19 , #COVID__19, #Covid_19 and #coronavirus** ~ Tags representing topics on the current Covid19 pandemic. Given the current situation, the campaign should be perceived as something providing support to people directly or indirectly rather than something increasing the negative effects of the virus.
- **#BlackLivesMatter** ~ Tag indicating support for racial equality. The company should have no connections whatsoever with anything perceived as being racist.
- **# ProteasWomen, #AlwaysRising, # ProteaFire** ~ Tags indicating support for South Africa's ladies cricket club especially during the Cricket World cup. The campaign should involve matters of sports, precisely, cricket.
- **#euNITE947, #euNITE947\\nStream, #FreshOn947, #947MixAt6 and #euNITE947** ~ Tags indicating support for and live interviews conducted by the dj euphonic.
- **#SavENG, #T20WorldCup** ~ Tags for the cricket worldcup.

In conclusion, the popular tags revolve around sports, art, the current pandemic and the fight against racism. If the above users are to be involved, the listed topics should be put to consideration, e.g showcasing more sports products and involving a racially balanced campaign team.

- ***Descriptions/Bio/About:***

Most twitter users if not all, have a short set of words describing who they are and the roles they play in the real world or on their online platforms. From these descriptions, one can deduce a user's general inclination towards something.

Their descriptions' will help understand if they are good fit for the campaign.

From the descriptions, the following appear to be presidents:

PresidencyZA, PaulKagame, KagutaMuseveni,
NakufoAddo, Mbuhari, Macky_Sall, and Aouattara_PRCI.

This reduces the list of users to consider since it is hard to involve a president in a business campaign. The guys are busy doing their nations' deeds.

The remaining users are few, a one on one description analysis can be done:

- *StateHouseKenya* ~ No description, official statehouse account for Kenya, so it's a no go.
- *Trevornoah* ~ A popular comedian thus a good fit.
- *News24* ~ News source, could be used as a marketing platform.
- *Julius_S_Malema* ~ Economic Freedom Fighter [EFF] and a Revolutionary activist for radical change in Africa. Good fit if the campaign brings about economic evolution and development.
- *hlenzille* ~ Ex-mayor, might be more interested in politically inclined events than independent business companies thus not a really good fit.
- *OfficialCSA* ~ A sports account, perfect fit. The team could be involved directly in the campaign through the use of their products given Nike is popular for it's sports footwear, apparel and equipments.
- *euphonik* ~ 'Life, property, music and brand' is on the description, another perfect fit. Their speciality of working with brands is what is needed, so no blockers.
- *MbuyiseniNdlozi* ~ A member of parliament. May be more politically inclined but can still be considered as he maybe interested in such partnerships for personal gains.
- *MTVBaseAfrica* ~ 'Uniting Africa through music...' A good fit given it's a social platform focusing on art.
- *loyisogola* ~ A South African comedian, also a good fit.
- *5fm* ~ A South African music radio. Also a good fit beacuse it's a social platform that focuses on art.
- *Mailandguardian* ~ This is more of a news platform that doesn't seem interested in participating in business campaigns thus not a really good fit.


LIMITATIONS

The following are some of the limitations of the analysis and research conducted:

1. The starting list of influencers and leaders to explore is pulled from two sites that rank them. There's many other sites that do the same, thus there may be bias on the sites selection and the number of sites to use.
2. While fetching the twitter data, the suspended and private accounts are skipped, this leaves out potential partners.
3. The entire analysis is based on one social media platform, Twitter. This leaves out other platforms such as Facebook and Instagram which could be helpful in identifying all-rounded social media users in order to capture a bigger audience.
4. One major aspect is ignored in the analysis, the 'reply count' a user gets on their tweets since the method is limited to premium developer accounts thus as much as the analysis is complete and proves promising, it maybe crippled in some ways.
5. Lastly, the assumption made is that the chances of the users proposed to agree to the deal is higher than their probability of saying no, thus in the worst case scenario of most users disagreeing to the deal, the organisation will be left with few people to work with and maybe a larger number was required.

RECOMMENDATIONS

- Below is a table indicating influencers and leaders to partner with.

<i>Screen Name</i>	<i>User Name</i>	<i>Link</i>	<i>Category</i>
@Trevornoah	Trevor Noah	https://twitter.com/Trevornoah	Individual Influencer
@Julius_S_Malema	Julius Sello Malema	https://twitter.com/Julius_S_Malema	Individual Influencer
@euphonik	Euphonik™ 	https://twitter.com/euphonik	Individual Influencer
@loyisogola	Loyiso Gola	https://twitter.com/loyisogola	Influencer
@MbuyiseniNdlozi	Mbuyiseni Ndlozi	https://twitter.com/MbuyiseniNdlozi	Leader
@News24	News24	https://twitter.com/News24	Platform (Influencer)
@OfficialCSA	Cricket South Africa	https://twitter.com/OfficialCSA	Organisation (Influencer)
@MTVBaseAfrica	MTV Base Africa	https://twitter.com/MTVBaseAfrica	Platform (Influencer)
@5fm	5FM	https://twitter.com/5fm	Platform (Influencer)

- The approach to be used while approaching the proposed users should encompass the following hot topics: ***Art, Sports, Racial Equality, Fighting Covid19 and Economic Development.***

CONCLUSION

Digital campaign is the new face of marketing both to small and vast enterprises given their cost-effective, target-specific and measurability natures especially in the current phase where technology is largely embraced.

Companies continue to embrace this change by trying out these digital campaigns which indeed like any other strategy, needs planning and research. Although this report's focus on understanding the nature and impact of influencers based on their popularity, relevance, reach and inclinations is one of the steps involved in the planning and research, more work is needed to properly understand the framework of the digital world.

REFERENCES

1. Meeyoung Cha*, Hamed Haddadi , “Measuring User Influence in Twitter: The Million Follower Fallacy”.
2. Isabel Anger and Christian Kittl “Measuring Influence on Twitter”.
3. Africa Freak site “<https://africafreak.com/100-most-influential-twitter-users-in-africa>”.
4. The Atlantic Council Site, “<https://www.atlanticcouncil.org/blogs/africasource/african-leaders-respond-to-coronavirus-on-twitter/#east-africa>”.
5. The Twitter Binder Site, “<https://www.tweetbinder.com/blog/twitter-impressions/>”.