

THE NIKE DIGITAL CAMPAIGN: AFRICA

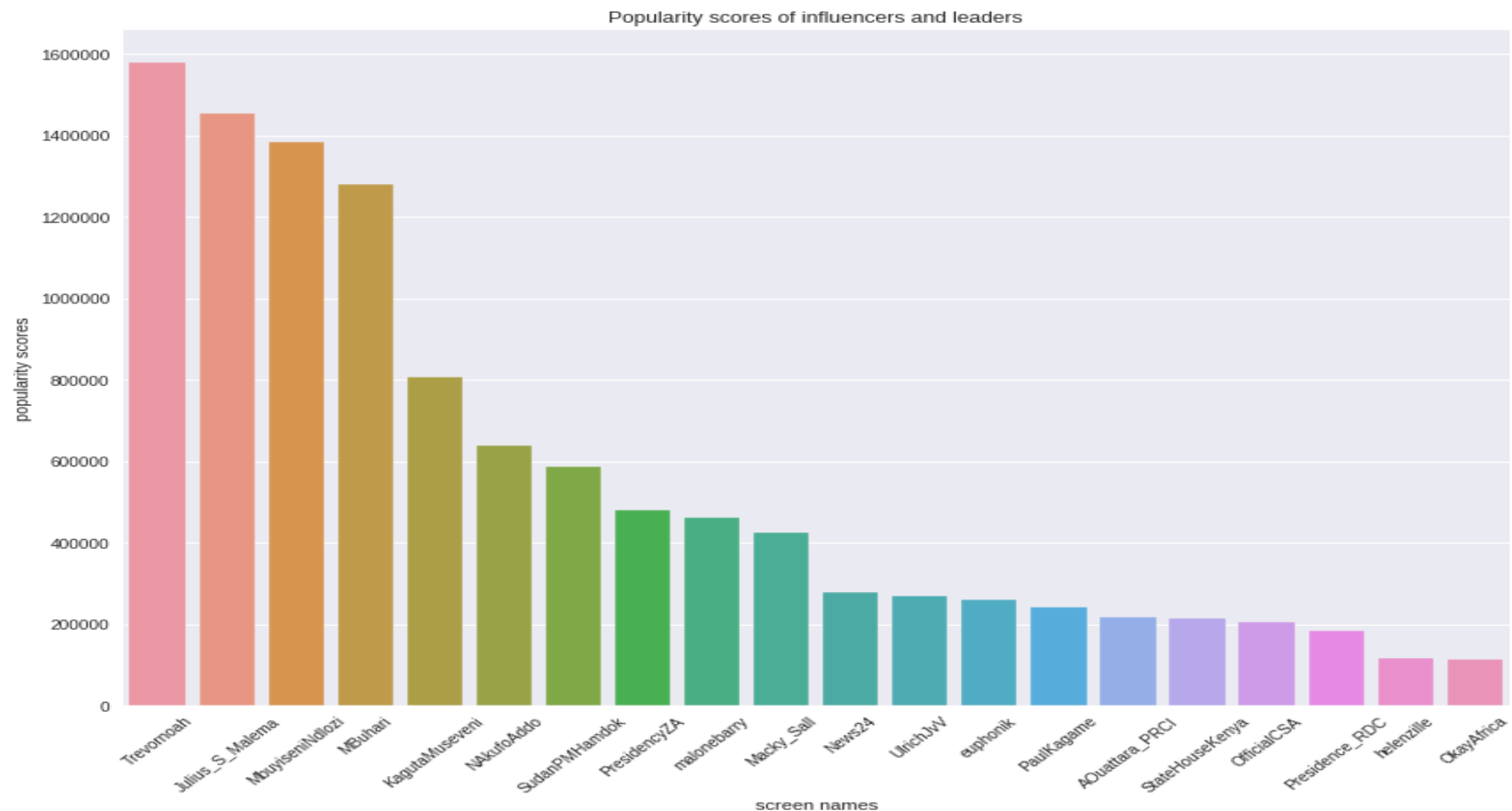
INTRODUCTION

Aim of the research and analysis is to help in the selection of influencers and leaders to partner with during the upcoming Nike Digital Campaign in Africa.

Analysis is based on twitter data scrapped from users of interest. Users of interest are selected from a list of users ranked in the Africa Freak and Atlantic Council websites.

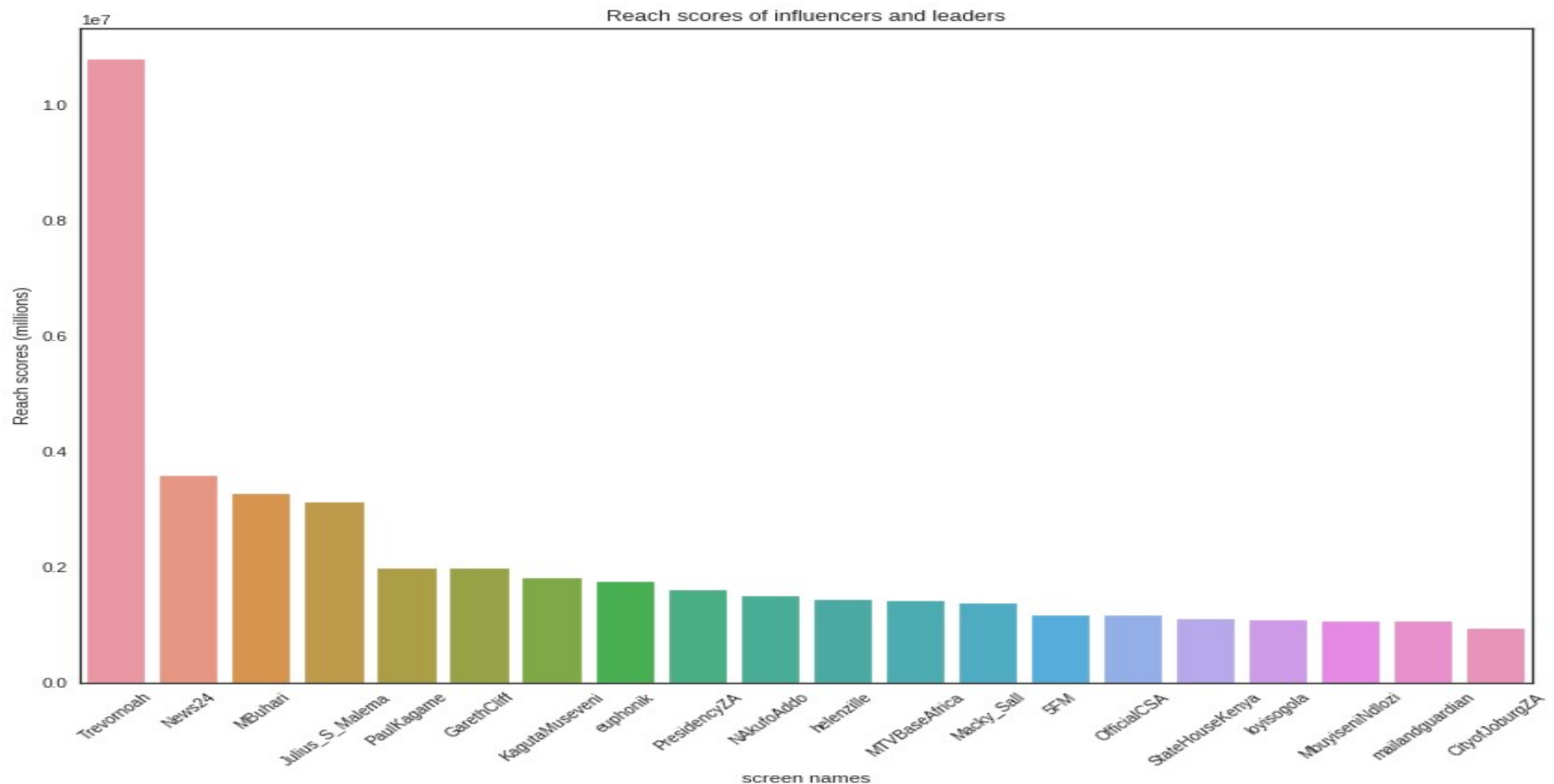
Top influencers and leaders based on popularity:

Popularity = total_retweets + total_likes



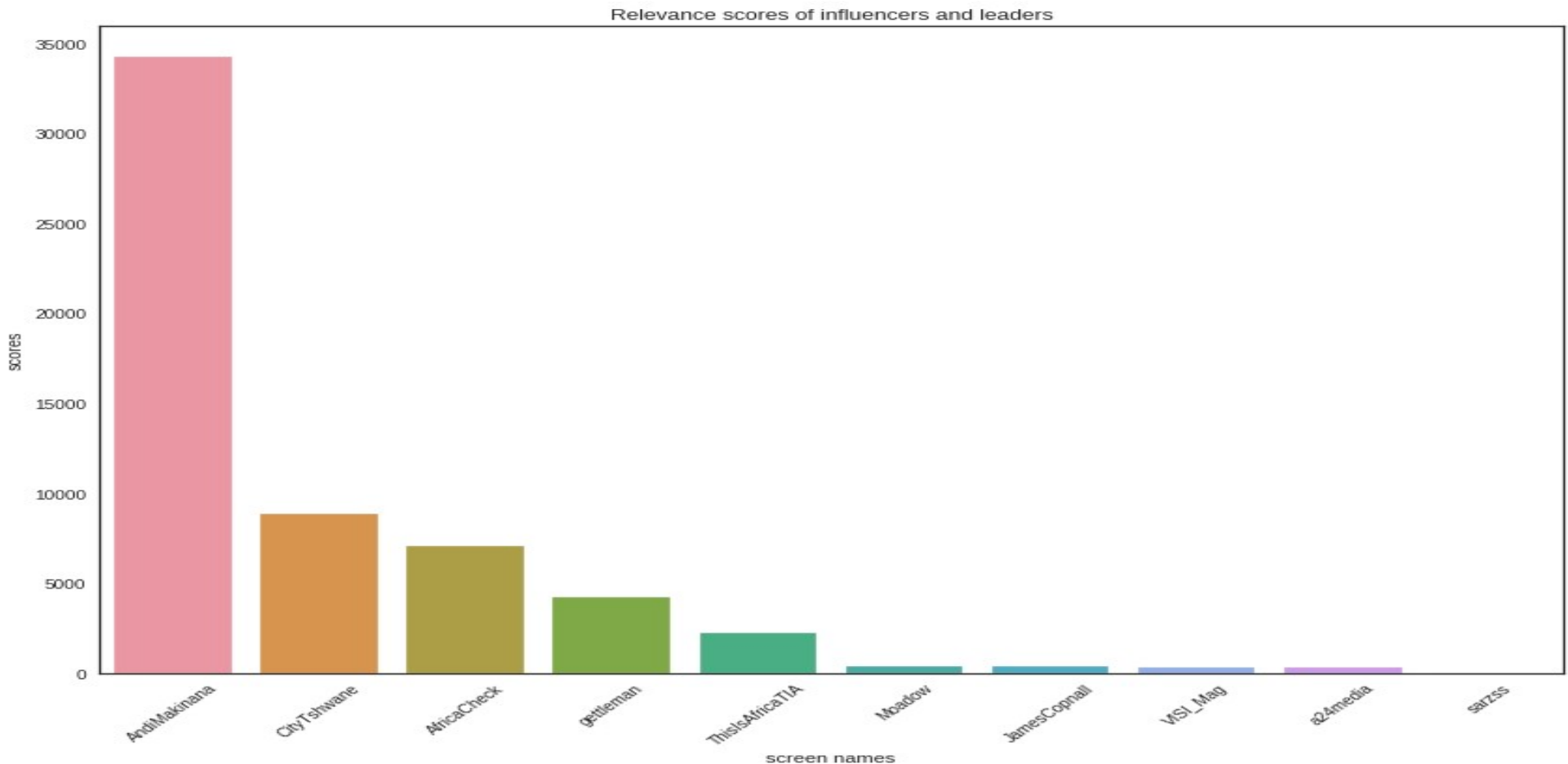
Top influencers and leaders based on reach:

reach_score = followers – following



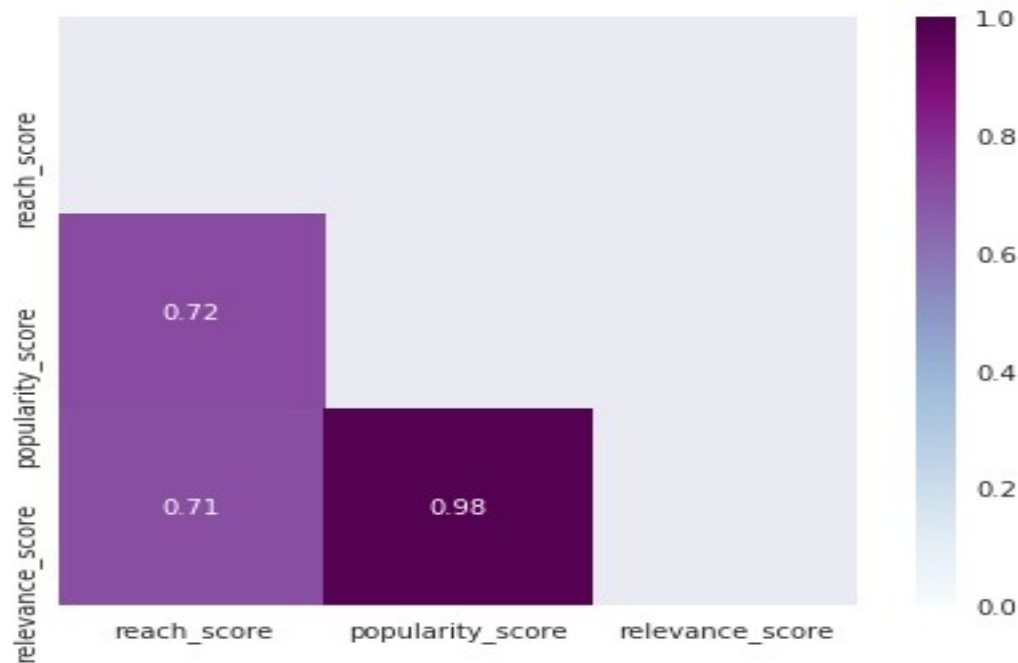
Top influencers and leaders based on relevance:

Relevance_score = retweets + mentions



Relationship between the 3 categories

Spearman correlation coefficient =
$$r_s = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)},$$



Due to the relatively high correlations, a new variable of total_score is introduced.

Top influencers and leaders based on totals:

total_score = popularity_score + reach_score + relevance_score

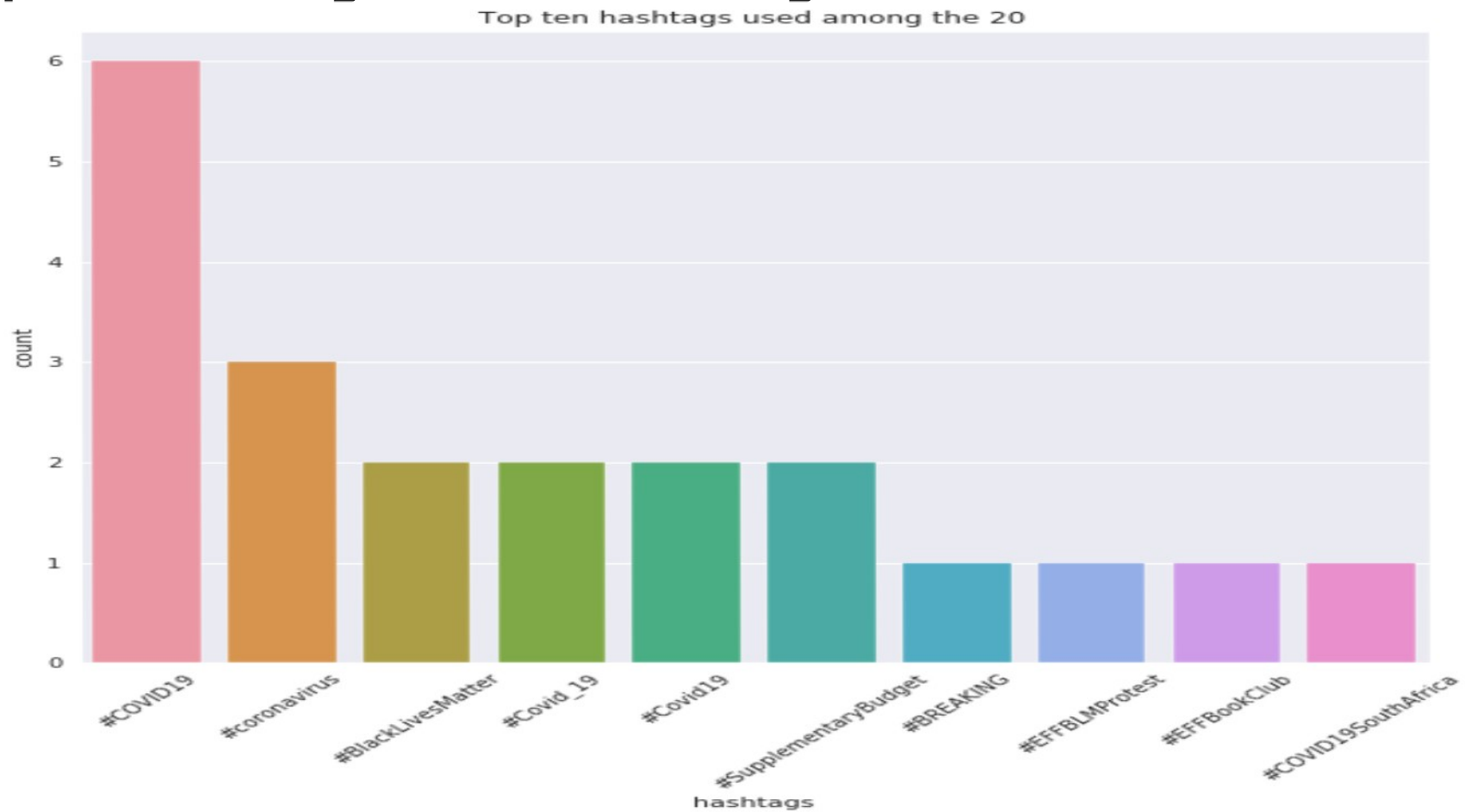
The following are the top 20 leaders and influencers based on the total score:

Trevornoah, Julius_S_Malema, Mbuhari, News24KagutaMuseveni
MbuyiseniNdlozi, PaulKagame, NakufoAddo, PresidencyZA,
euphonik, GarethCliff, Macky_Sall, helenzille,
MTVBaseAfrica, OfficialCSA, StateHouseKenya, 5FM,
loyisogola, mailandguardian, Aouattara_PRCI.

Follow up analysis is based on these twenty only.

Hashtags

Top ten hashtags common among the 20 users:



More Hashtags

The other top common hashtags are as follows:

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

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

From the descriptions, the presidents are removed from the list and some other users that have opinions not favourable for the course. The following are the remaining users:

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 its 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 because it's a social platform that focuses on art.

Limitations

- 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.
- While fetching the twitter data, the suspended and private accounts are skipped, this leaves out potential partners.
- 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.
- 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.

Recommendations.

- **The following are influencers and leaders recommended to partner with during the campaign:**
 - @Trevornoah
 - @Julius_S_Malema
 - @euphonik
 - @loyisogola
 - @MbuyiseniNdlozi
 - @News24
 - @OfficialCSA
 - @MTVBaseAfrica
 - @5fm
- **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.**