

Nike Audience Resonance Index™ Scorecard

Metric Breakdown

Metric	Score	Description
Representation	6.8/10	Some authentic representation included, but lacked consistent presence or depth.
Cultural Relevance	7.0/10	Included elements like music, sports, and fashion that resonate with audience interests.
Platform Relevance	6.5/10	Covers key platforms but misses niche or community-driven spaces.
Cultural Vernacular	7.5/10	Tone, slang, and messaging felt natural and aligned with audience voice.
Media Ownership Equity	6.0/10	Some budget directed toward representative media, but not consistently.
Cultural Authority	7.5/10	Campaign tapped into key lifestyle cues like sports, music, and creators.
Buzz & Conversation	7.2/10	Built to spark organic hype, memes, or fan-led content.
Commerce Bridge	8.0/10	Clear path from campaign to product discovery or purchase.
Geo-Cultural Fit	7.0/10	Targeted regions align tightly with audience lifestyle and trends.

Benchmark Comparison

This campaign ranks in the top 72% of Gen Z-facing national campaigns for Audience Resonance Index™ (ARI). That means it outperforms the majority of peer campaigns in relevance, authenticity, and emotional connection — based on Digital Culture Group's analysis of 300+ national efforts.

Biggest opportunity areas: Media Ownership Equity, Platform Relevance, Representation

Media Affinities & Audience Insights

Top Media Affinity Sites

QVI = Quality Visit Index, a score indicating audience engagement strength

sparknotes.com Education QVI: 562 Visit Site	basketball-reference.com Sports QVI: 558 Visit Site	coolmathgames.com Education QVI: 543 Visit Site	nba.com Sports QVI: 461 Visit Site	theverge.com Tech QVI: 450 Visit Site
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Top TV Network Affinities

NBA TV Sports QVI: 459	Adult Swim Alt Animation QVI: 315	Cartoon Network Youth QVI: 292	MTV Music / Culture QVI: 288	Nickelodeon Kids / Family QVI: 263
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Top Streaming Platforms

Peacock Premium Entertainment QVI: 216	HBO Max Drama / Comedy QVI: 188	Hulu Variety QVI: 173
ESPN+ Sports QVI: 172	YouTube Premium Video QVI: 167	Disney+ Family / Animation QVI: 165

Psychographic Highlights

This audience is highly motivated by wealth, admiration, and excitement. They over-index for social status and peer recognition, and are more likely to play basketball, value athletic accomplishments, and participate in teams or classes.

Audience Summary

This audience skews young, male, and single with a strong affinity for sports, education tools, and socially driven platforms. They're highly motivated by admiration, status, and excitement. A growth opportunity exists among older Gen Z and college-age students who index high for athletic lifestyle, peer validation, and mobile-first media behaviors.

What's Next?

Every insight here ties to a tangible opportunity. Digital Culture Group offers solutions —from creative production to media placement and performance measurement—to lift your lowest scoring areas.

[Let's build a breakthrough growth strategy — Digital Culture Group has proven tactics that boost underperforming areas.](#)