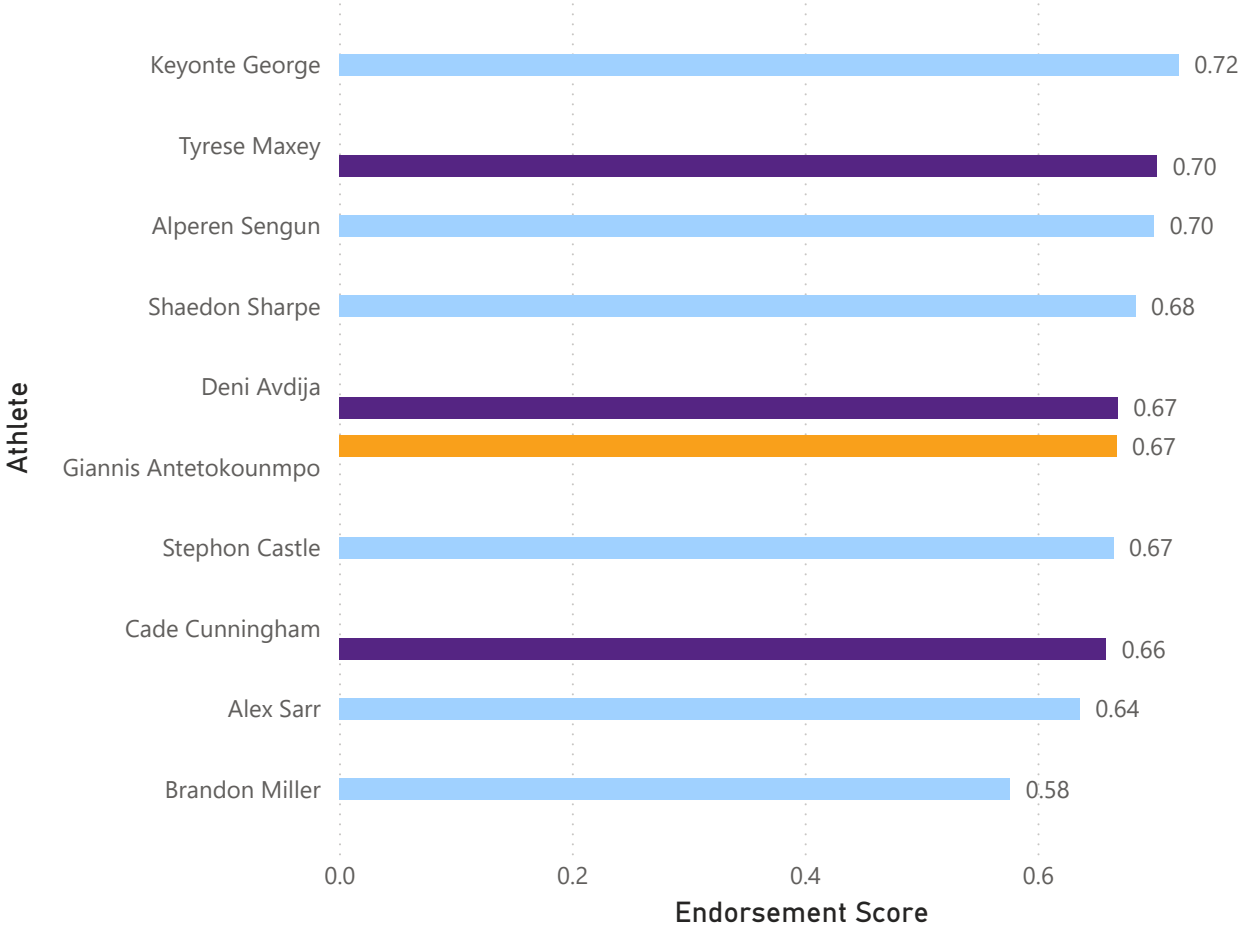# Who Offers the Highest Endorsement Upside Right Now?

A data-driven look at which NBA players offer the strongest endorsement upside when performance, engagement, and public interest are considered together.

Athletes With Highest Endorsement Upside

Composite ranking based on momentum, engagement, on-court role, audience size, and age

● Established Signature　● High-Value Targets　● Young Signature

Athlete	Endorsement Score
Keyonte George	0.72
Tyrese Maxey	0.70
Alperen Sengun	0.70
Shaedon Sharpe	0.68
Deni Avdija	0.67
Giannis Antetokounmpo	0.67
Stephon Castle	0.67
Cade Cunningham	0.66
Alex Sarr	0.64
Brandon Miller	0.58

Keyonte George, Tyrese Maxey, and Alpren Sengun are the strongest overall endorsement targets when performance and demand are considered.

High-Upside Endorsement Targets Without Signature Shoes

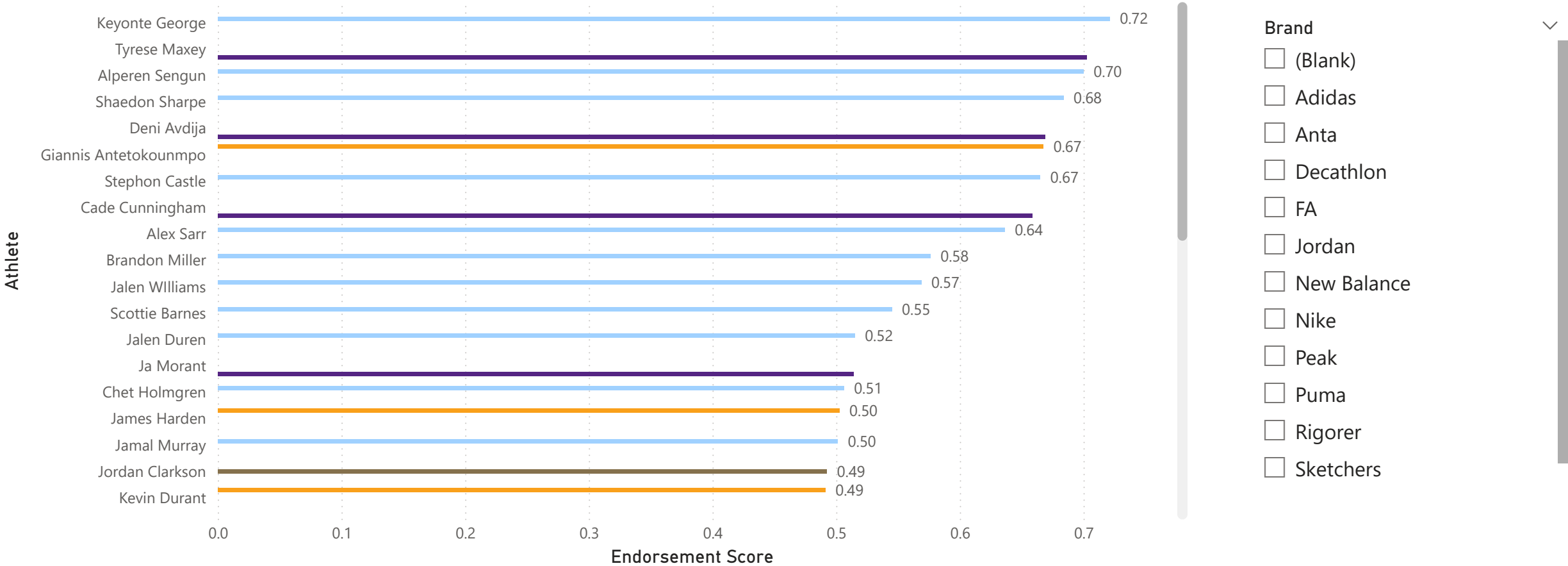| Athlete	Endorsement Score	Engagement Rate	Google Trends % Change	Instagram Foll
Keyonte George	0.72	14.80%	214.29%	1
Alperen Sengun	0.70	18.35%	14.63%	13
Shaedon Sharpe	0.68	14.81%	53.55%	1
Stephon Castle	0.67	18.90%	20.97%	2
Alex Sarr	0.64	14.87%	30.43%	1
Brandon Miller	0.58	1.86%	314.96%	2
Jalen WIlliams	0.57	11.30%	0.56%	5
Scottie Barnes	0.55	2.82%	25.36%	8
Jalen Duren	0.52	13.11%	9.94%	2
Chet Holmgren	0.51	7.41%	4.74%	9
Jamal Murray	0.50	5.35%	4.43%	12
Jordan Clarkson	0.49	2.65%	55.87%	20
Amen Thompson	0.46	12.60%	-18.46%	4
Mikal Bridges	0.43	9.07%	-18.90%	4
Norman Powell	0.41	2.01%	17.02%	3
Pascal Siakam	0.35	0.77%	8.83%	8
Ausar Thompson	0.35	10.09%	-33.22%	3
Bronny James	0.35	9.56%	-54.21%	75
Evan Mobley	0.29	5.20%	-36.19%	2
Jrue Holiday	0.28	6.33%	-29.54%	8
Zaccharie Risacher	0.28	6.60%	-39.45%	1
Domantas Sabonis	0.16	1.84%	-51.06%	3
Walker Kessler	0.03	0.77%	-79.58%	1

These athletes combine strong demand with lower endorsement exposure, making them efficient brand investments.

Top Endorsement Targets by Brand

This visualization highlights which athletes stand out within their respective brands. This is useful for brands in determining who deserves their next signature shoe, or if they already have one, who they should invest more in.

Top Endorsement Targets By Brand

● Established Signature ● High-Value Targets ● Marketable Role Players ● Mixed Outcome ● Young Signature

Brand
☐ (Blank)
☐ Adidas
☐ Anta
☐ Decathlon
☐ FA
☐ Jordan
☐ New Balance
☐ Nike
☐ Peak
☐ Puma
☐ Rigorer
☐ Sketchers

Keyonte George and Jalen Williams are top endorsement and signature shoe targets for Nike and Jordan respectively. Out of this group, the top free agents to officially sign are Deni Avdija and Stephen Curry.
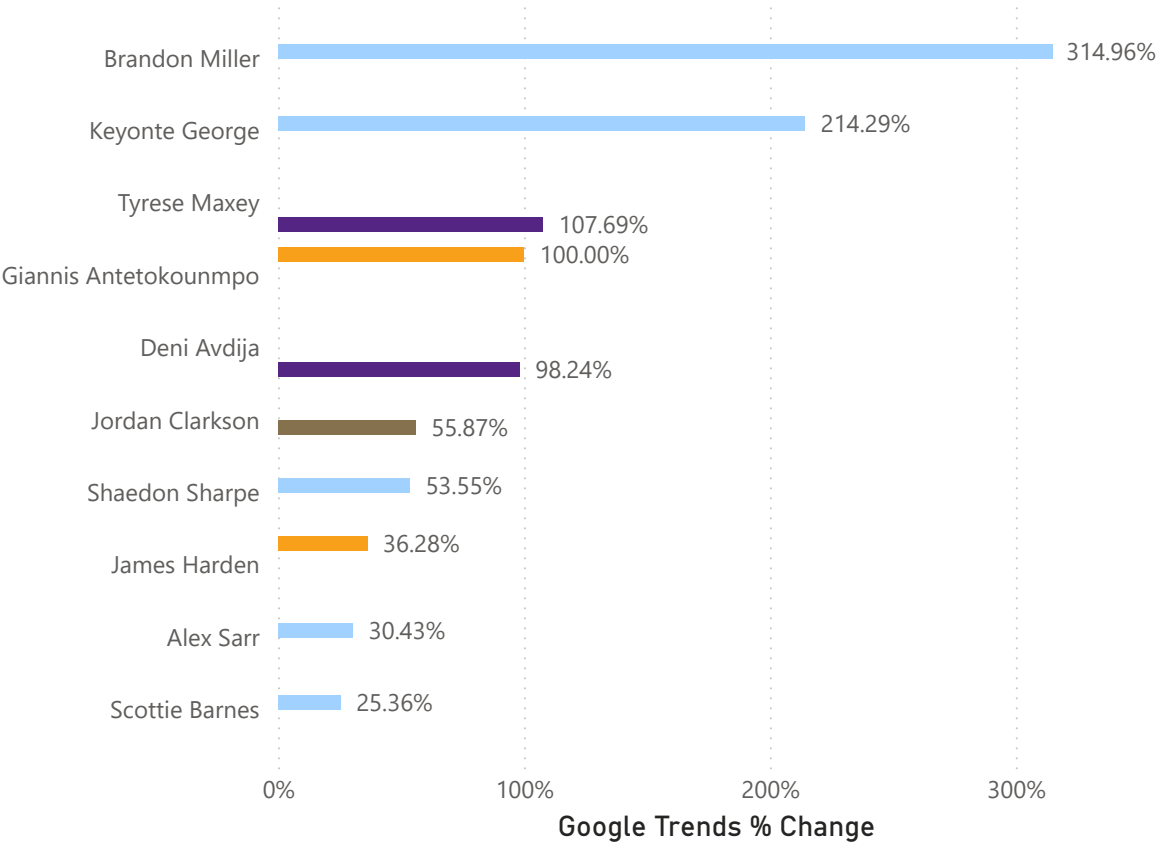
Momentum and Market Demand

This page looks at how changes in public interest and on-court usage help identify players whose endorsement value is rising before it becomes obvious.

Athletes With the Fastest Growth in Public Interest

Rapid increases in search interest often precede endorsement demand and campaign effectiveness.

- Established Signature
- High-Value Targets
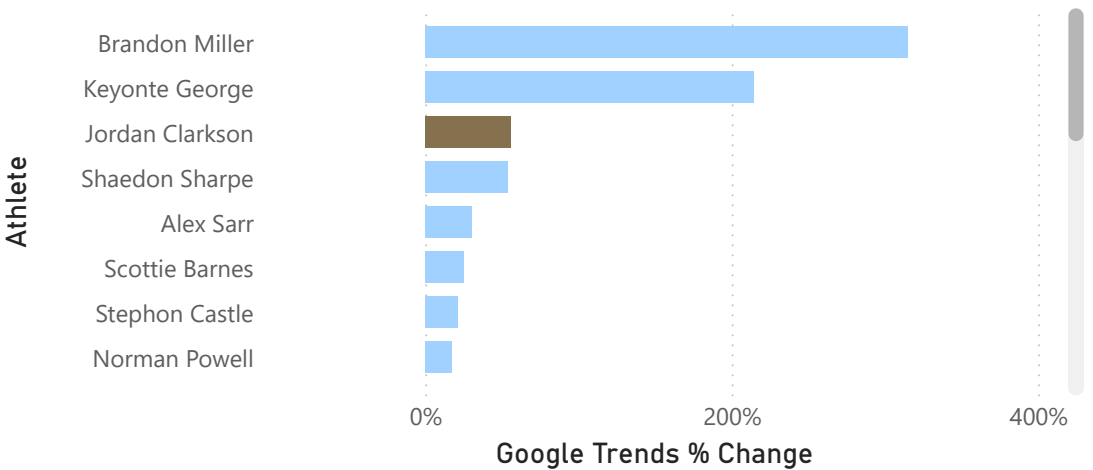- Marketable Role Players
- Young Signature

Brandon Miller, Keyonte George, and Tyrese Maxey show the strongest recent increases in search interest, signaling rising brand relevance

Momentum for Top Endorsement Targets

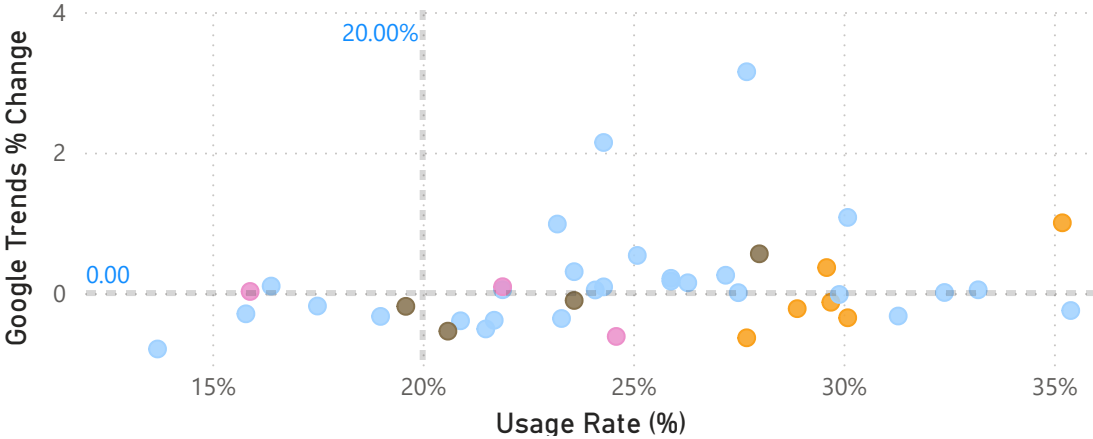Momentum helps identify athletes brands should act on early rather than react late.

- High-Value Targets
- Marketable Role Players

Brandon Miller, Keyonte George, and Jordan Clarkson and the highest momentum players without a signature shoe
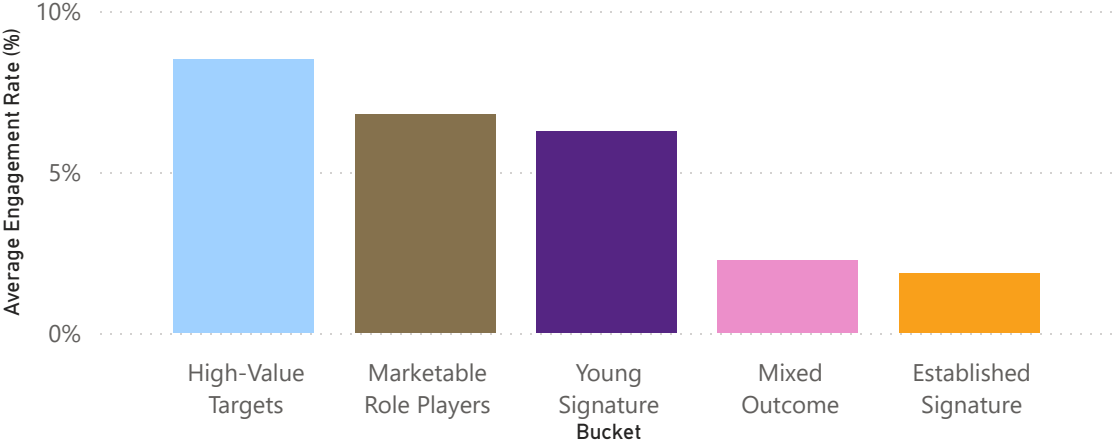
On Court Usage vs. Public Interest Momentum

- Established Signature
- High-Value Targets
- Marketable Role Players
- Mixed Outcome

High usage does not guarantee rising interest. While some high-usage stars show flat momentum, younger players with moderate usage often display stronger growth signals.
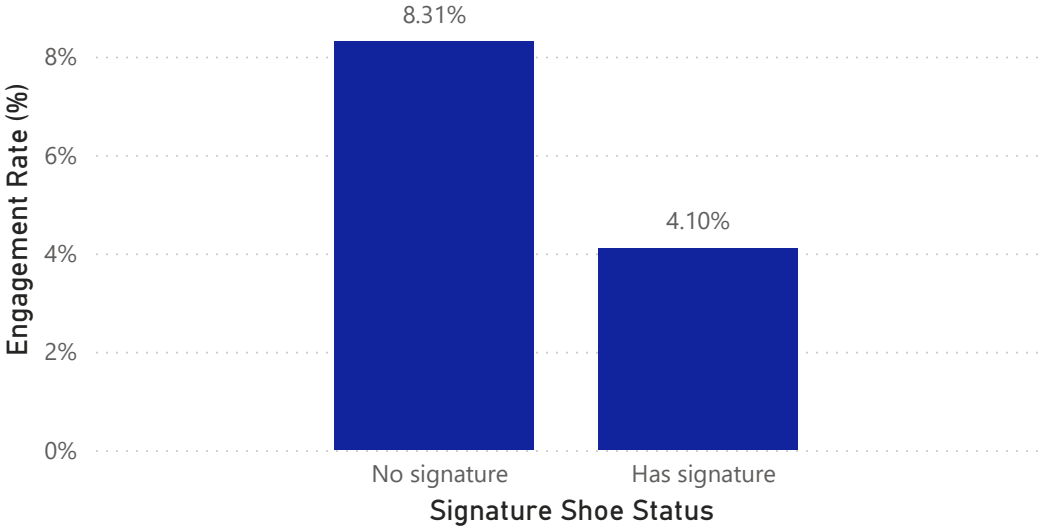
Engagement Quality and Audience Efficiency

This page focuses on which players generate the strongest engagement relative to their following.

Average Engagement Rate (%) by Athlete Profile

High-value targets and marketable role players generate stronger engagement than established signature athletes, suggesting a better fan connection

Engagement Rate (%) by Signature Shoe Status

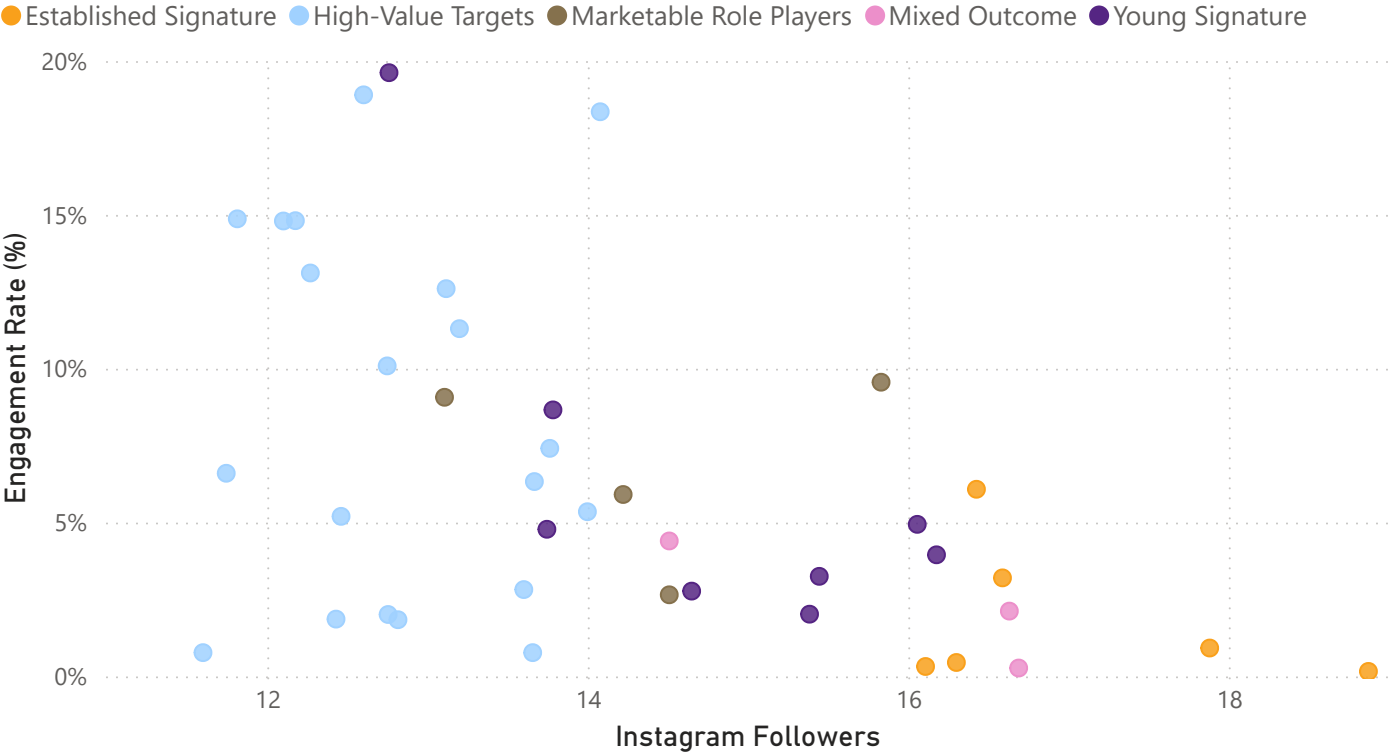Non-signature athletes have a higher engagement rate than signature athletes

Signature status alone does not guarantee stronger endorsement effectiveness.

Engagement vs. Following

Larger audiences do not translate to stronger engagement

● Established Signature ● High-Value Targets ● Marketable Role Players ● Mixed Outcome ● Young Signature
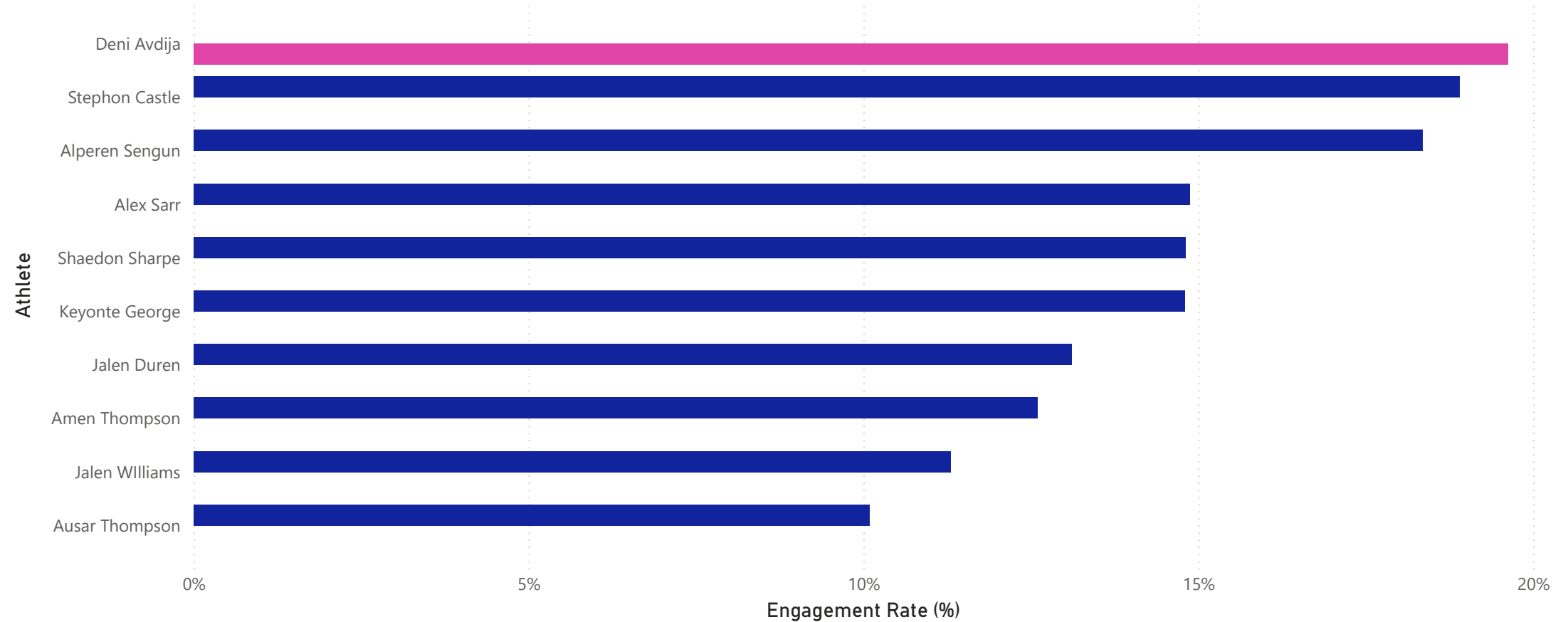

Several athletes achieve high engagement with smaller audiences.

Appendix: Players With the Highest Engagement Rates

Engagement Rate (%) by Athlete and bucket

High engagement indicates stronger brand resonance and conversion potential.

● High-Value Targets ● Young Signature

Appendix: Brand Summary

This page is used to highlight brands with the best performing athletes, from both a marketing and basketball perspective.

Brand Summary

Brand	Athletes	Engagement %	Google Trends % Change	Usage %
Anta	1	2.12%	9.05%	21.90%
Decathlon	1	14.87%	30.43%	23.60%
Jordan	1	2.02%	-1.99%	29.90%
Peak	1	4.40%	-61.73%	24.60%
Rigorer	1	5.91%	-10.53%	23.60%
Sketchers	1	2.01%	17.02%	25.90%
New Balance	2	5.07%	56.06%	27.10%
Puma	2	3.36%	-31.76%	28.55%
FA	4	6.85%	12.00%	22.43%
Adidas	6	3.55%	-29.21%	25.52%
Nike	21	8.00%	26.94%	24.80%

Athlete	Brand	Engagement Rate (%)	Google Trends % Change	Usage %
Anthony Edwards	Adidas	3.25%	-32.66%	31.30%
Damian Lillard	Adidas	0.32%	-63.67%	27.70%
Evan Mobley	Adidas	5.20%	-36.19%	23.30%
Jalen WIlliams	Adidas	11.30%	0.56%	27.50%
James Harden	Adidas	0.45%	36.28%	29.60%
Walker Kessler	Adidas	0.77%	-79.58%	13.70%
Klay Thompson	Anta	2.12%	9.05%	21.90%
Alex Sarr	Decathlon	14.87%	30.43%	23.60%
Deni Avdija	FA	19.62%	98.24%	23.20%
Lonzo Ball	FA	0.27%	2.28%	15.90%
Stephen Curry	FA	0.92%	-13.08%	29.70%
Zaccharie Risacher	FA	6.60%	-39.45%	20.90%
Zion Williamson	Jordan	2.02%	-1.99%	29.90%
Jamal Murray	New Balance	5.35%	4.43%	24.10%
Tyrese Maxey	New Balance	4.78%	107.69%	30.10%
Alperen Sengun	Nike	18.35%	14.63%	26.30%
Amen Thompson	Nike	12.60%	-18.46%	17.50%