Colin Kaepernick Nike Social Media Campaign Analysis

Golden Gate University
MSBA 324

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Case Study Example: Nike - Colin Kaepernick
Topic: Nike Just Do It and Colin Kaepernick Social Media Campaign Sentiment Analysis
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Brand of company: Nike

Introduction:
This case study on Nike's Colin Kapernick 2017 campaign will measure Nike's ability to create social media engagement relating to Nike and the brand using social issues as the focal point. The main source of data used was taken off Kaggle where 5000 tweets were scraped off Twitter four days after the campaign was announced on September 7, 2017. The analysis is performed using sentiment analysis and texting mining to gauge the emotional response on social media by the population.

Problem Statement:
Objective of project: Grow Social Media Engagement on all platforms with Nike Brand
Metric to track objective: User Engagement Across Social Media Platforms Increase of over 200%.
Success criteria: Increase on social media engagement related to the Nike brand and increased positive sentiment

Model Selection:
Model selection: In this case study, sentiment analysis and text mining was used to measure the general attitude/response on social media to the Colin Kaepernick's Nike campaign.

Reason for selecting the model: Sentiment analysis and text mining is a good way to understand the general attitude/reaction to the announcement of the social media campaign. The data can be scraped off Twitter using the programming language R. After scraping twitter data from a particular date word clouds can be produced to see what keywords or phrases are being used on a particular date. Running a sentiment analysis allows for a ranking of the data scraped off Twitter. Both of the techniques can be used to correlate the effects against Nike's social media user growth/engagement .

Solution Process

Step 1. Scrape tweets from Twitter on a date following the announcement of Colin Kaepernick's campaign.

Step 2. Run a sentiment analysis in R from data scraped off Twitter to better understand the population's response.

Step 3. Use text mining techniques in R to find key phrases relating to the campaign.

Step 4. Compare both models' results against the change in social media engagement.

Step 5. Research a similar company who took a similar approach to Nike's social media campaign and compare the results between the two.

Step 6. Provide conclusions and recommendations for Nike based on the analysis

Research

Primary Research: The main source of the data was sourced from the Kaggle dataset that can be found https://www.kaggle.com/eliasdabbas/5000-justdoit-tweets-dataset. The dataset contains 5000 tweets scraped off Twitter on September 7, 4 days after the announcement of Colin Kaepernick as the face of Nike's campaign. The dataset was uploaded and analyzed in R Studio.

Secondary Research: This case study of Nike refers to many articles found via the internet and reports done previously on the topic.

Software

The tweet data was already taken from a Kaggle dataset that scraped the tweets on September 7, 2018. The data will then be processed and analyzed in R Studio.

```
29 ```{r}
30 #build corpus (collection of documents)
31 library(tm)
32 corpus = iconv(nike$tweet_full_text, to = "utf-8-mac")
33 corpus = Corpus(VectorSource(corpus))
34 ```
```

The data taken from Kaggle was in a csv format and was uploaded to R Studio for analysis. The csv file was put into a corpus, which is a collection of documents, using the Corpus function. Before analysis could take place, the dataset needed to be cleaned. We first wanted to put all the tweet text to lowercase, remove the punctuations, and remove the numbers.

```r
corpus = tm_map(corpus, tolower)
corpus = tm_map(corpus, removePunctuation)
corpus = tm_map(corpus, removeNumbers)
```

The next step of clearing was to remove the common words that would be found in English as well as Nike and JustDoIt as they would be heavily prevalent in the texts. This allows for better focus on the keywords found in the dataset.

```r
new_stops = c("justdoit","nike", stopwords("english"))
cleanset = tm_map(corpus, removeWords, new_stops)
cleanset = tm_map(corpus, removeWords, new_stops)
removeURL = removeURL <- function(x) gsub('http[[:alnum:]]*', '', x)
cleanset = tm_map(cleanset, content_transformer(removeURL))
#remove whitespace
cleanset <- tm_map(cleanset, stripWhitespace)
inspect
```

To create a word cloud, the word cloud functions as used with a max amount of words 150.

```r
library(wordcloud)
w <- sort(rowSums(tdm), decreasing = TRUE)
set.seed(222)
wordcloud(words = names(w),
          freq = w,
          max.words = 150,
          random.order = F,
          min.freq = 5,
          colors = brewer.pal(8, 'Dark2'),
          scale = c(5, 0.3),
          rot.per = 0)
```

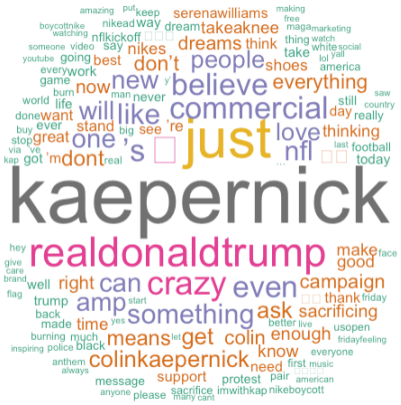
To execute the sentiment analysis, the function get_nrc_sentiment(tweets) was utilized. This function Calls the NRC sentiment dictionary to calculate the presence of eight different emotions and their corresponding valence in a text file. A bar plot is then created to display the sentiment.

```{r}
s = get_nrc_sentiment (tweets)

#bar plot
barplot(colSums(s),
        las =2,
        col = rainbow(10),
        ylab= 'Count',
        main = 'Sentiment Scores for #JustDoIt Tweets')
```

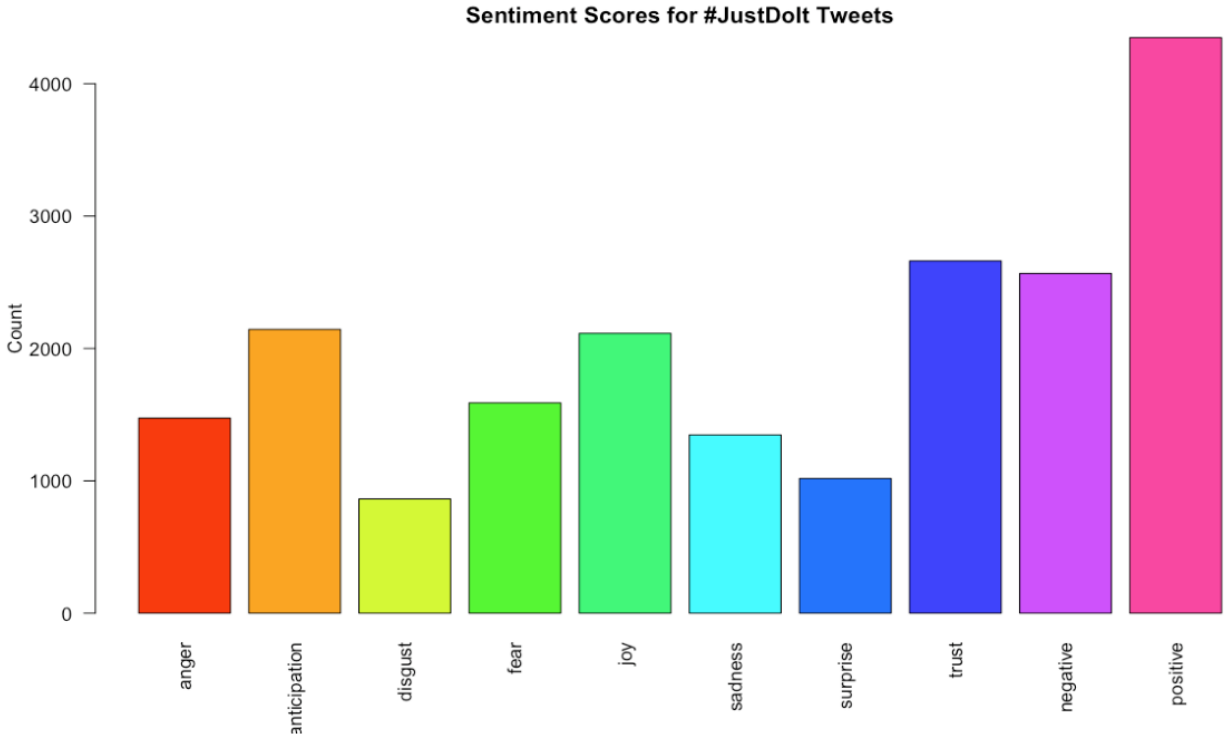
Visualization

For the purpose of this case, a word cloud using the 5000 tweets having the #justdoit in the text. The campaign drew in a lot of social media engagement and mentions of Colin Kaerpnick in the tweets. In the dataset over 1000 mentions of Colin Kaepernick were used. There were also over 500 mentions of Donald Trump. Words like crazy, believe, and nike boycott, take a knee, and sacrificing were mentioned in these tweets several times. The word cloud depicts engagement with both positive and negative feedback. The goal of this campaign was to help grow social media engagement relating to Nike and brand awareness. The word cloud helps visualize the type of engagement Nike is seeing online in response to the campaign.



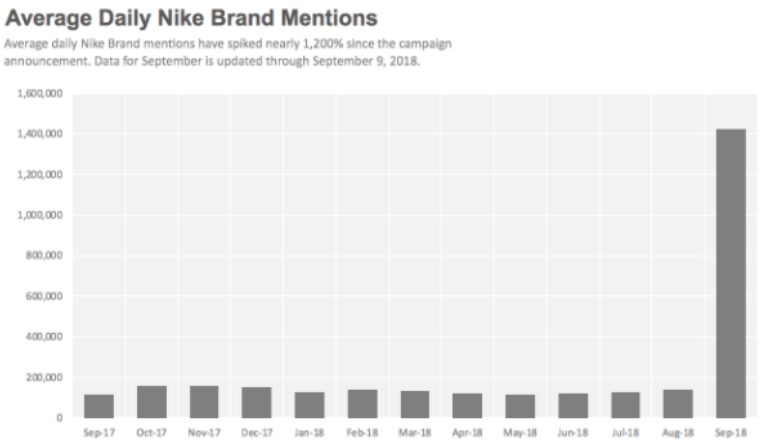
Model Results

Sentiment analysis for the model uses 10 different categories to describe the emotion found in the tweets including: Anger, anticipation, disgust, fear, joy, sadness, surprise, trust, negative, positive. There were a mix of emotions felt in the #JustDoIT Tweets dataset. It is important to note that this is a very small sample of the millions of mentions on social media. Research data shows that the sentiment was mostly negative for the campaign on social media.

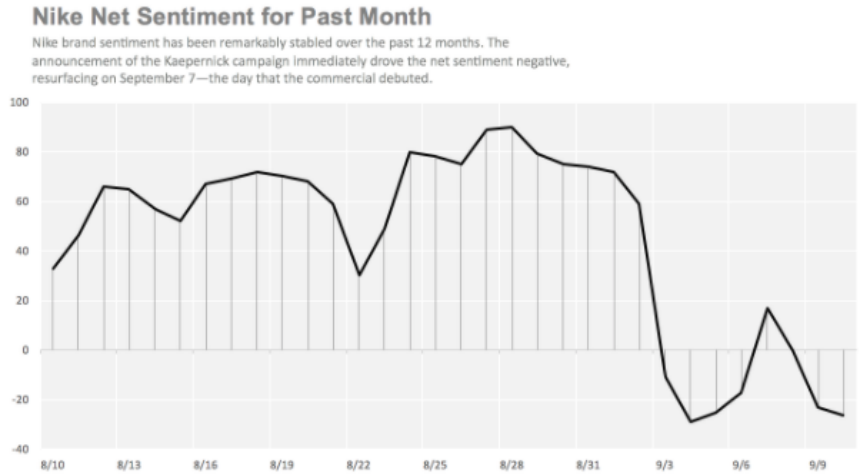


Results Interpretation

Running the sentiment analysis shows that the Colin Kaepernick ad Campaign had huge success by bringing engagement on social media from a lot of different demographics and touching on several different emotions. From the sentiment analysis graph we can see that disgust was the lowest emotion represented and trust was the highest. Other research shows that overall the campaign got a lot of negative feedback. With that being considered, Nike still reached a record high stock price days after the campaign was mentioned.



The campaign had great success in growing social media engagement. The average mentions on social media for Nike before the announcement of the campaign was at 137,000 per day. During the campaign the campaign saw a major increase and averaged 1.8 million brand mentions per day.



The sentiment towards the brand took a major hit on 9/3, the day the campaign was announced and remained mostly negative throughout the next couple days. Although negative sentiment persisted, the publicity and mentions for Nike continued to grow. Millions of views were generated for Nike as can bee seen in the following metrics:

- Nike – Dream Crazy (YouTube) 15.8 million views;
- The Daily Show with Trevor Noah (YouTube) 2.3 million views;
- ABC Houston – Full Commercial 2.1 million engagements;
- Philip DeFranco (YouTube) – 1.5 million views;
- Nike Dream Crazy (Instagram) – 1.4 million engagements.

Situation Comparison

In 2017 Heineken released the ad campaign, #WorldsApart, where two strangers on opposite sides of the spectrum sit down and learn about each other's world views. They have honest conversations as they share a Heinken. The point of the ad was to bring more start a positive conversation on political/social issues, build brand awareness to Heinken, and increase positive sentiment for the brand. This campaign is similar to Nike and Colin Kapernick in that it sparks a conversation on politics on both sides of the spectrum. The main difference is that Heinken did not take one side as Nike did. The results were a success for Heineken. The campaign saw over 40 million views on different social media platforms globally and conversation on social media had a 91% positive sentiment score. Both campaigns really took the time to research and target their desired audience and found success in sparking a conversation online for the brand.

Conclusion

Nike's Colin Kaepernick campaign did succeed in growing brand awareness and sparking a conversation on social media platforms globally. Social media mentions revolving around nike spiked 1000% with the announcement of the campaign, resulting in millions of views on the topic, and online sales increasing 31%. The sentiment analysis is good at measuring the feedback on social media with big datasets. Nike can continue to measure the sentiment of campaigns on Twitter using data scraping and key word searches. Lastly, to better understand the emotions of the population towards the brand and future ad campaigns, Nike can continue to use text mining to build word clouds to find what words are most associated with the brand. Nike's stance on

social/political issues took a similar approach to Heineken but still found similar results. Well targeted and researched campaigns can generate great brand awareness.

Recommendations

Nike should continue to use sentiment analysis and text mining to better understand the temperature of how the population is feeling in response to the brand. Compare sentiment analysis and text mining data to social media engagement to see what social issue changes are resonating the most with the population to keep the conversation going. Continue to use current social issues campaigns to build positive sentiment towards the company.

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