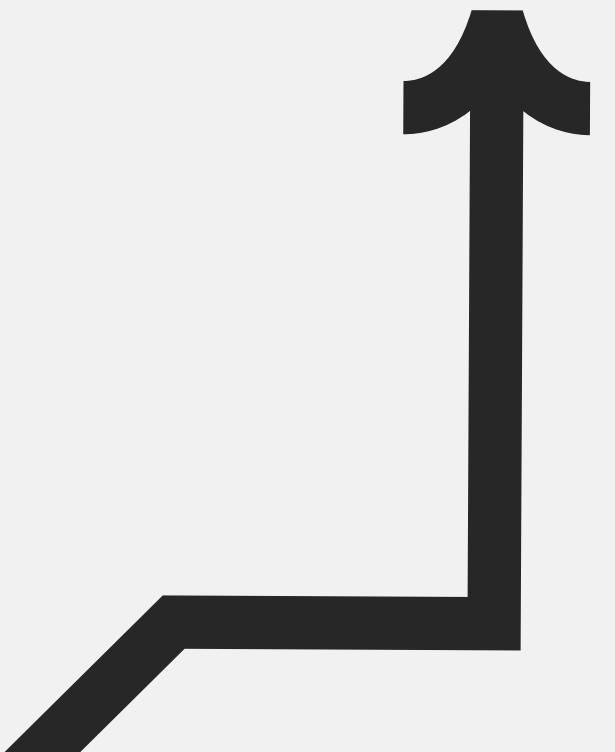


# Final Presentation- Patagonia

PRESENTED BY  
JEFFREY TSAI, JOY WANG, FINN LIN



# Introduction

Why choose Patagonia -

- Changes in live environment (Asia → Midwest of the U.S.)
- Strong brand identity and value (Environmental sustainability)
- The number of people participating in outdoor activities has been increasing every year

(Compare to 2023, in 2024 Outdoor participation **grew 4.1% to a record 175.8 million participants**:

57.3% of all Americans aged six and older (resource: Outdoor Industry Association))



# Introduction

Why choose **Arc'teryx** (Competitor) -

- Outdoor sports brands that have rapidly grew in recent years.
- Different focus aspect (Patagonia: brand value v.s. Arc'teryx: quality, technology, and functionality)

**Research Goal** -

- Reveal different consumer insights
- Provide Patagonia with future marketing guidance



**ARC'TERYX**

# Brand Background & Rationale for Selection

## 🧭 Brand Chosen: Patagonia

- Founded in **1973** by **Yvon Chouinard**, inspired by **outdoor sports** and **sustainability**.
- Mission: "**We're in business to save our home planet.**"
- Pioneered use of recycled materials and donates 1% of sales to environmental causes.
- In **2022**, ownership transferred to **nonprofit trusts to fight climate change**.
- Strong alignment between business model and environmental activism.

## 👤 Target Audience

- **Millennials and Gen Z who care about sustainability.**
- Outdoor enthusiasts (**hikers, surfers, climbers**) and **eco-conscious urban consumers**.

## 🎯 Why We Chose Patagonia

- A **leader** in ethical branding and climate action.
- Studying its **Twitter** presence provides insights into how values drive engagement and loyalty.



# Competitor & Twitter Data Strategy

## Competitor: Arc'teryx

- Canadian outdoor brand founded in 1989.
- Known for high-performance gear and minimalist design.
- Focused more on functionality and technical innovation than activism.

## 🔍 Social Media Focus: Twitter

- Platform chosen for its open, traceable interactions (mentions, retweets, hashtags).
- Both brands have active Twitter accounts.

## 🔍 Planned Search Terms

- Patagonia: #Patagonia, #PatagoniaClothing, #PatagoniaGear
- Arc'teryx: #Arcteryx, #ArcteryxAlpha, #ArcteryxVeilance

## 📌 Goal of Analysis

- Understand how ethical branding (Patagonia) vs. performance branding (Arc'teryx) shapes online engagement and community building on Twitter.



ARC'TERYX

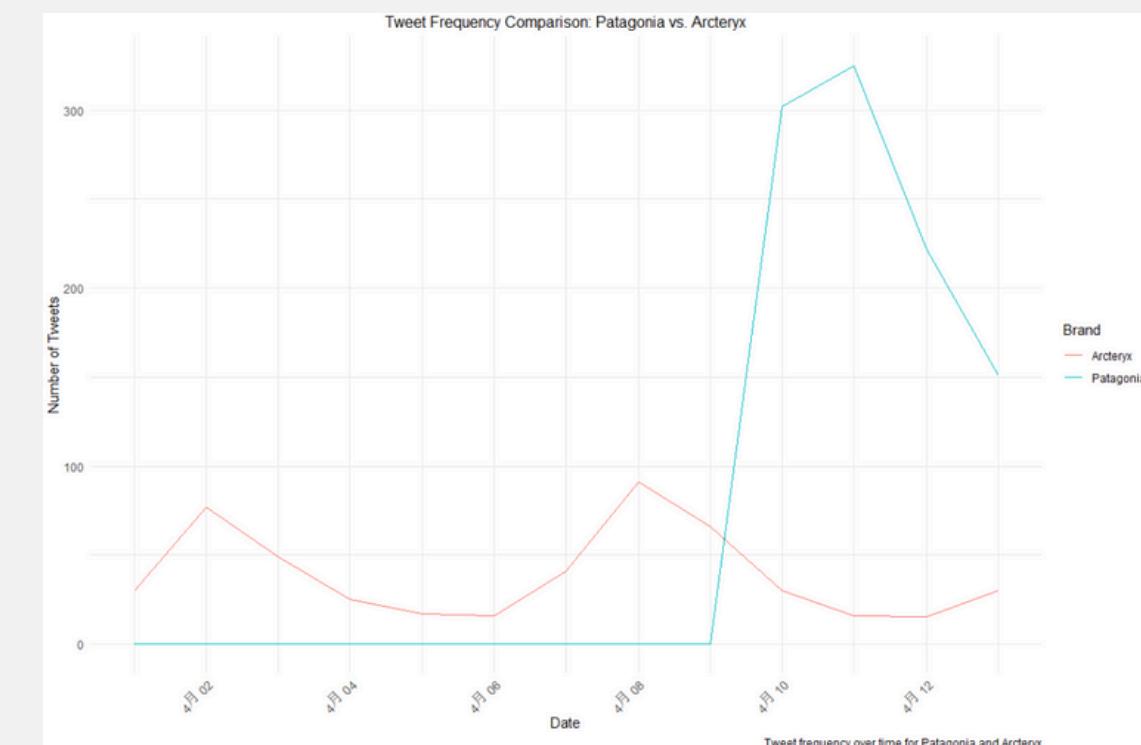
# Tweet Frequency & User Engagement Patterns

## ⌚📊 Tweet Activity Patterns

- Patagonia experienced a major spike in tweet volume on April 11 (320+ tweets), suggesting event-based or viral-driven attention.
- Arc'teryx showed steadier, lower daily tweet volumes (20–90 tweets), with modest peaks on April 2 and April 8.
- 🤝 Interpretation: Patagonia leverages burst campaigns to drive attention, while Arc'teryx maintains a more consistent presence.

## 👤 Top Users & Influencer Profiles

- Patagonia's top retweeters were mostly regular users with low follower counts, indicating grassroots engagement.
- Arc'teryx had fewer active users, but some high-profile accounts (e.g., CTVVancouver with 385K followers, RetailWeek with 96K) appeared in the top 20.
- 🤝 Insight: Patagonia benefits from strong community chatter; Arc'teryx gains visibility via influencers or media.



# Engagement Metrics by Content & Hashtag Strategy

## Content Type & Interactions (Likes/Retweets)

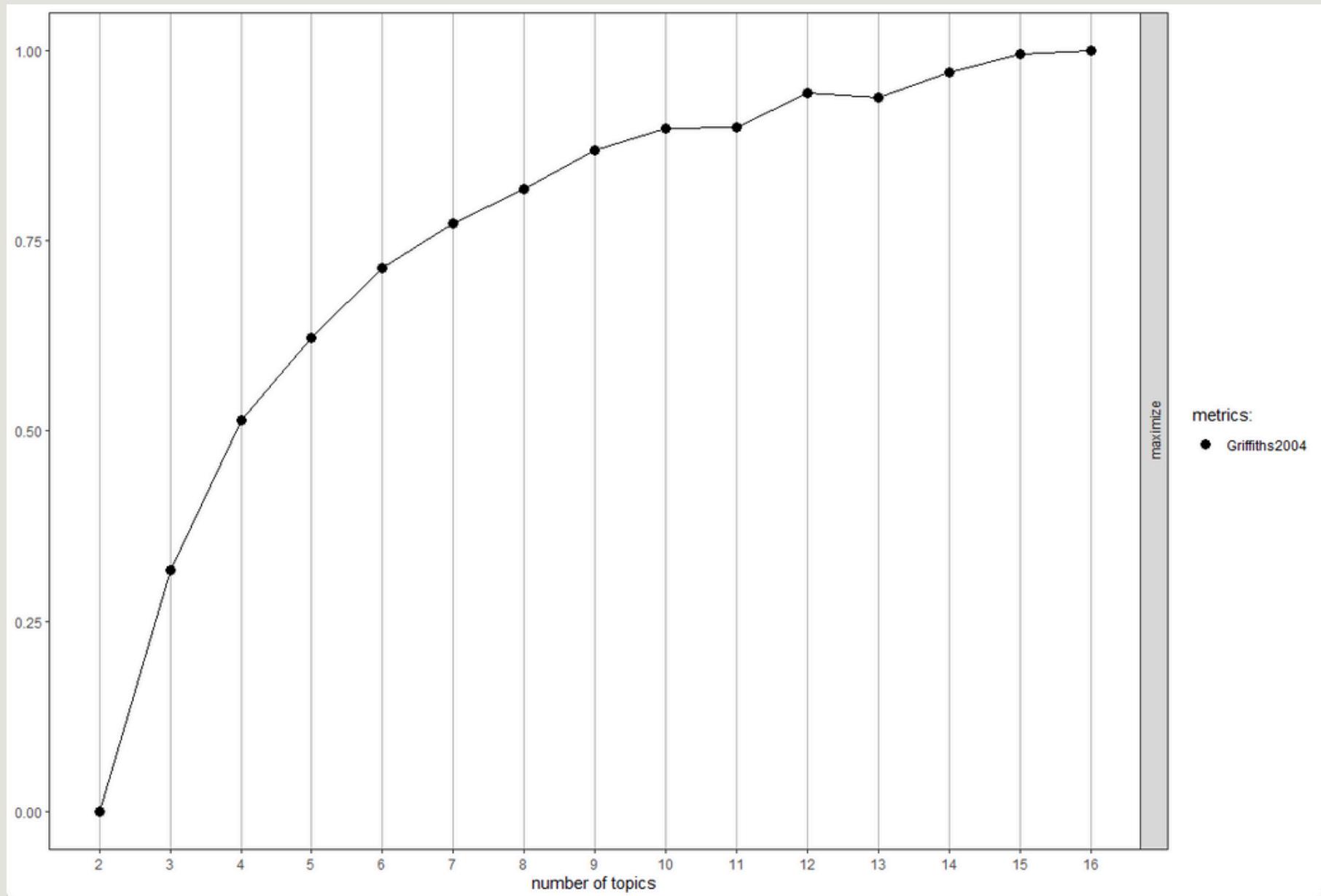
- For both brands, emotional content (humor, storytelling, poetic posts) outperformed purely functional posts.
- Arc'teryx's most-liked tweet (1,009 likes) was humorous and sarcastic.
- Patagonia also saw high engagement from poetic or aesthetic tweets, while scenic/functional posts performed moderately well.
- ➤ Takeaway: Both audiences favor emotionally resonant content; Patagonia's fans also appreciate eco-aesthetic blends.

## Hashtag Usage & Brand Positioning

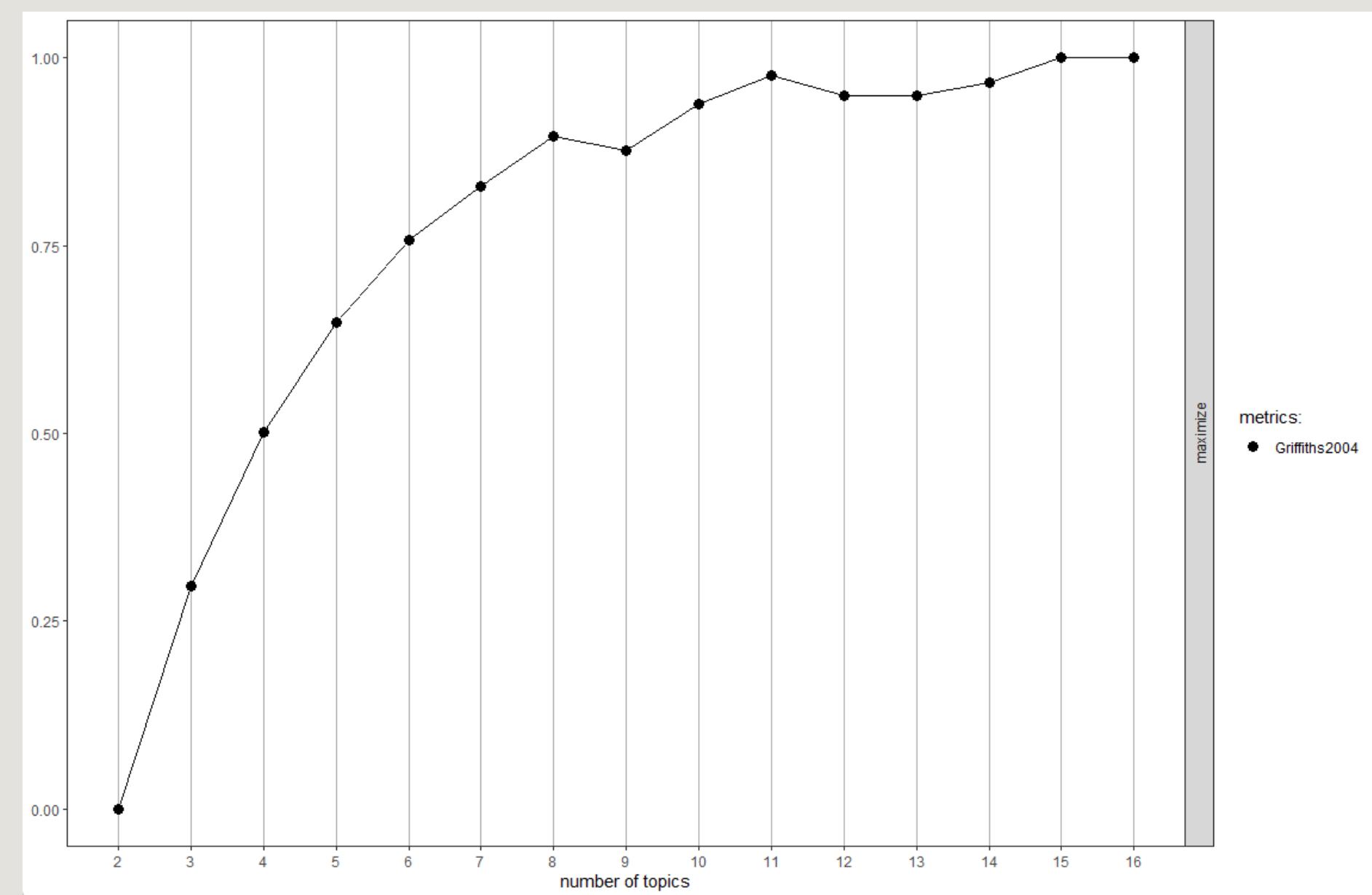
- Arc'teryx hashtags: #seventeen, #hongjisoo, #wangyibo — showing reliance on celebrity and fan culture to drive engagement.
- Patagonia hashtags: #travel, #austinfc, #argentina — reinforcing brand identity around nature, exploration, and sustainability.
- ➤ Conclusion: Arc'teryx leans on pop culture appeal, while Patagonia emphasizes values and environment-driven branding.

# Topic Modeling

Patagonia

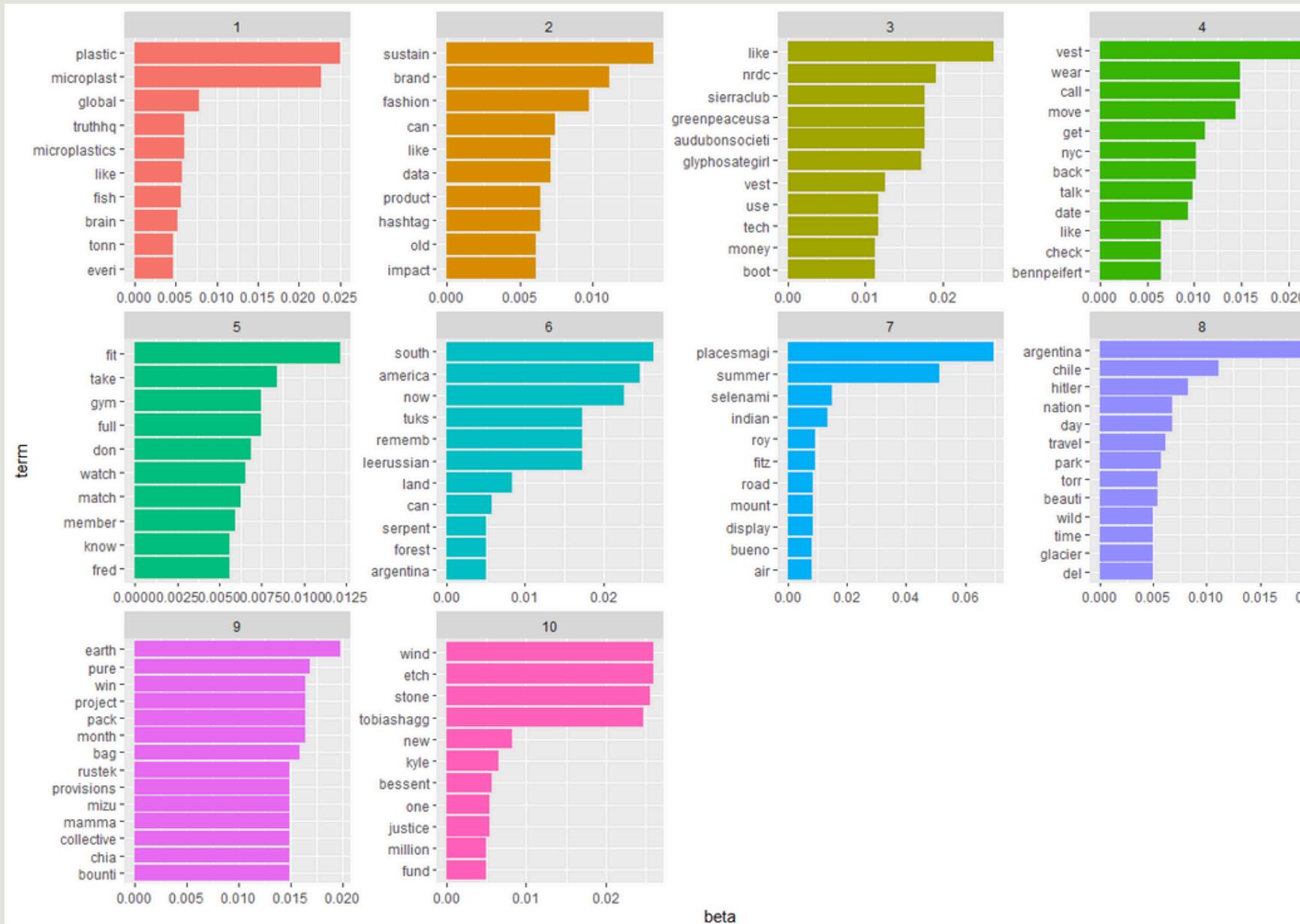


Arc'teryx

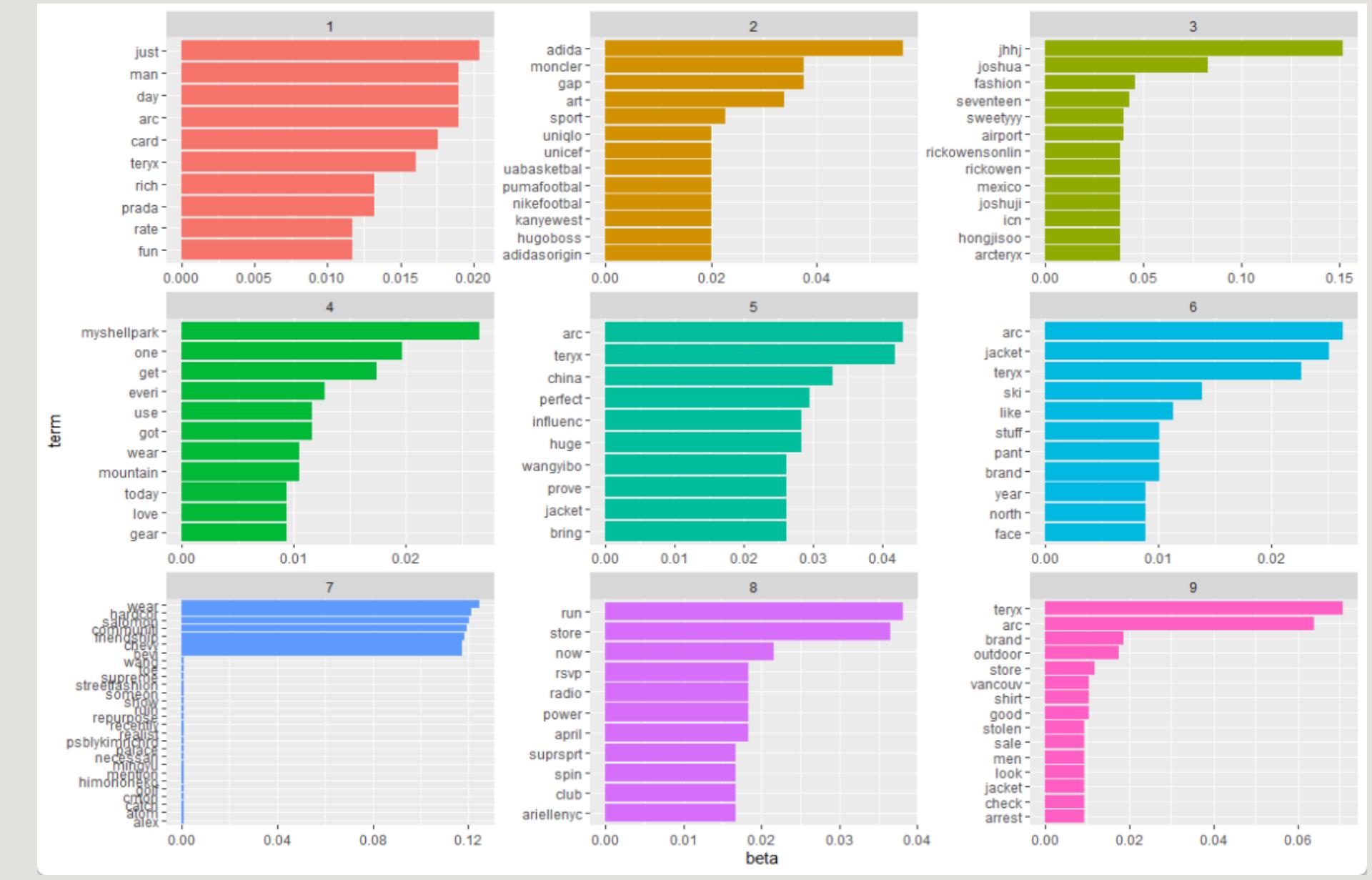


# Topic Modeling

Patagonia

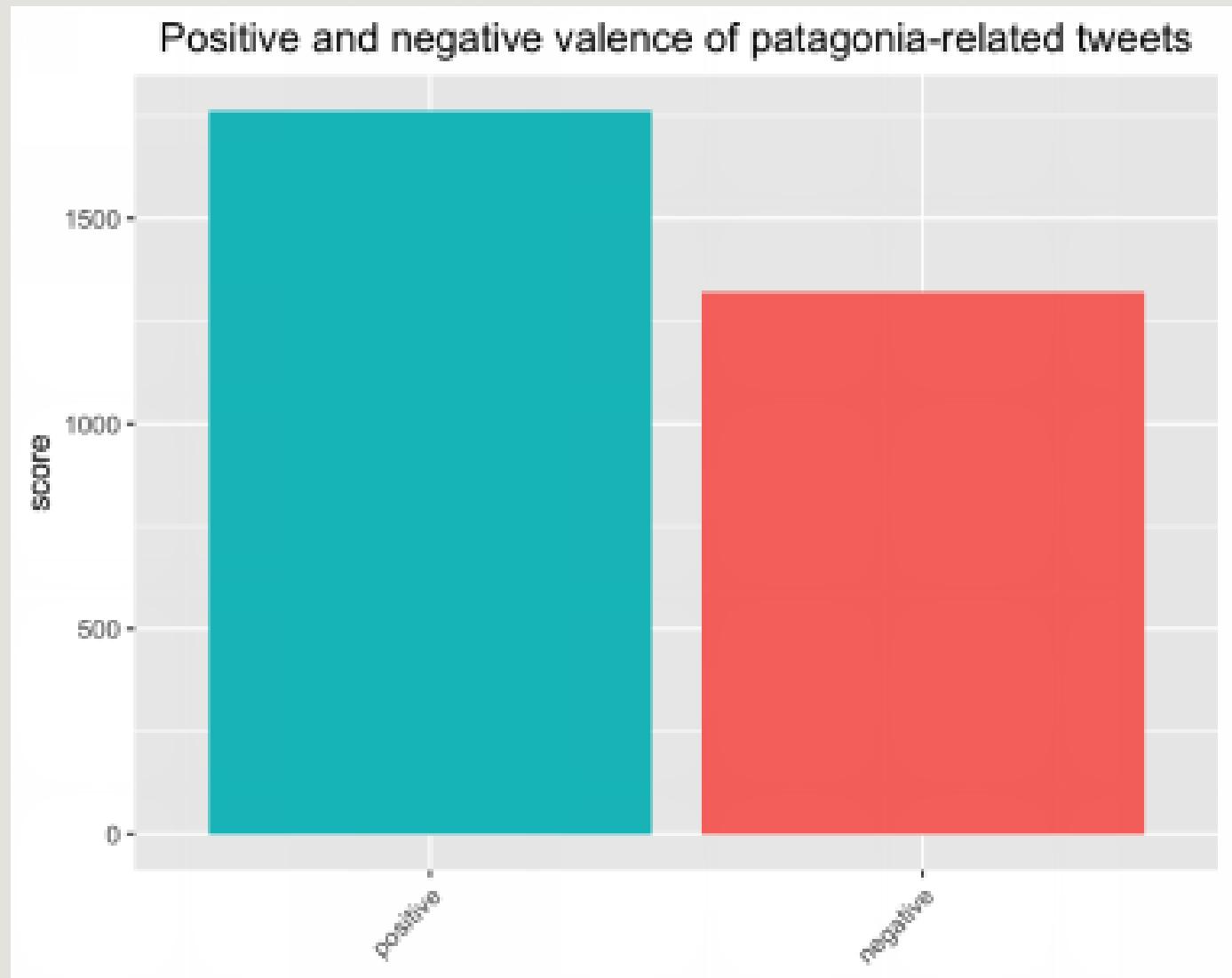


Arc'teryx

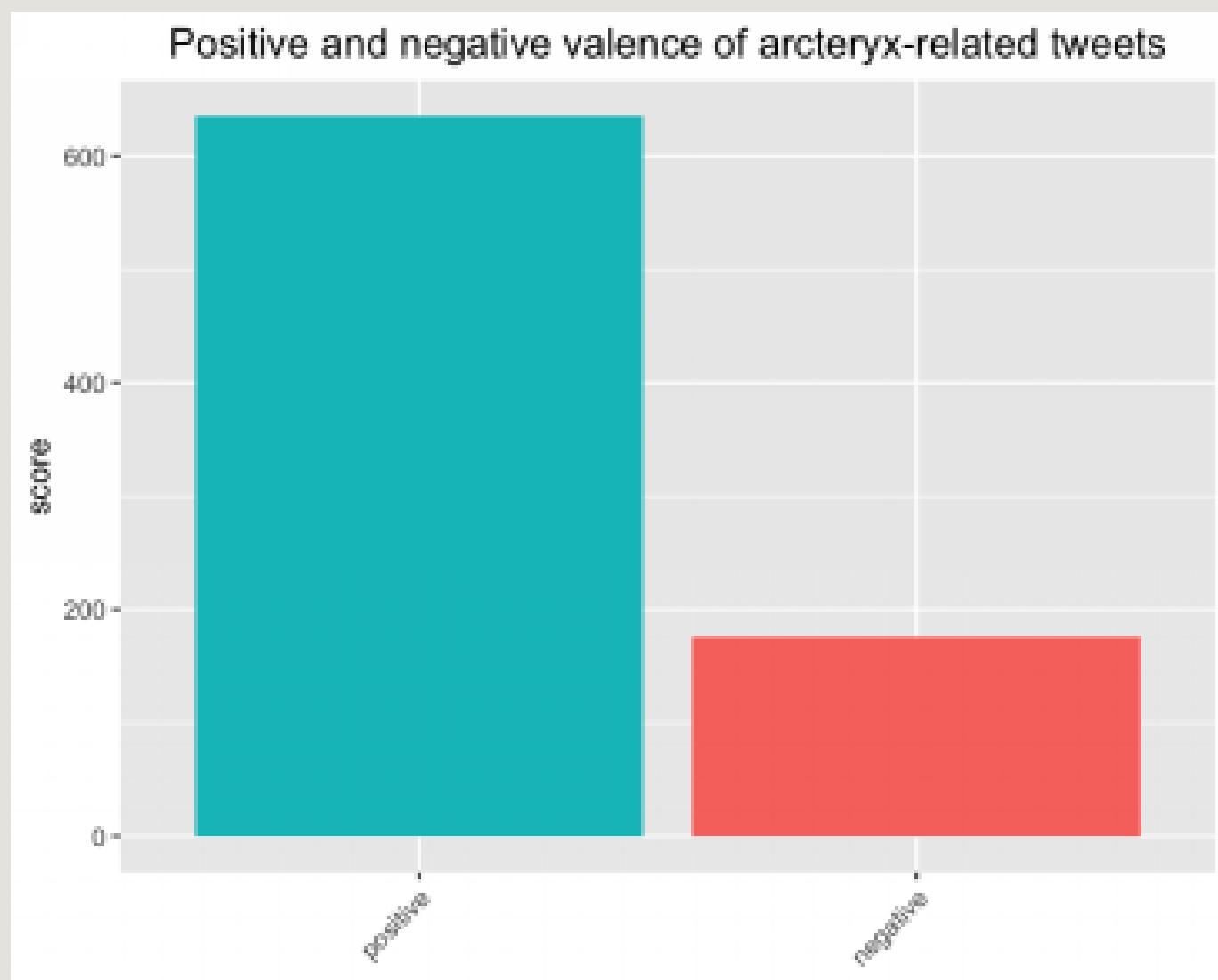


# Sentimental Analysis

Patagonia

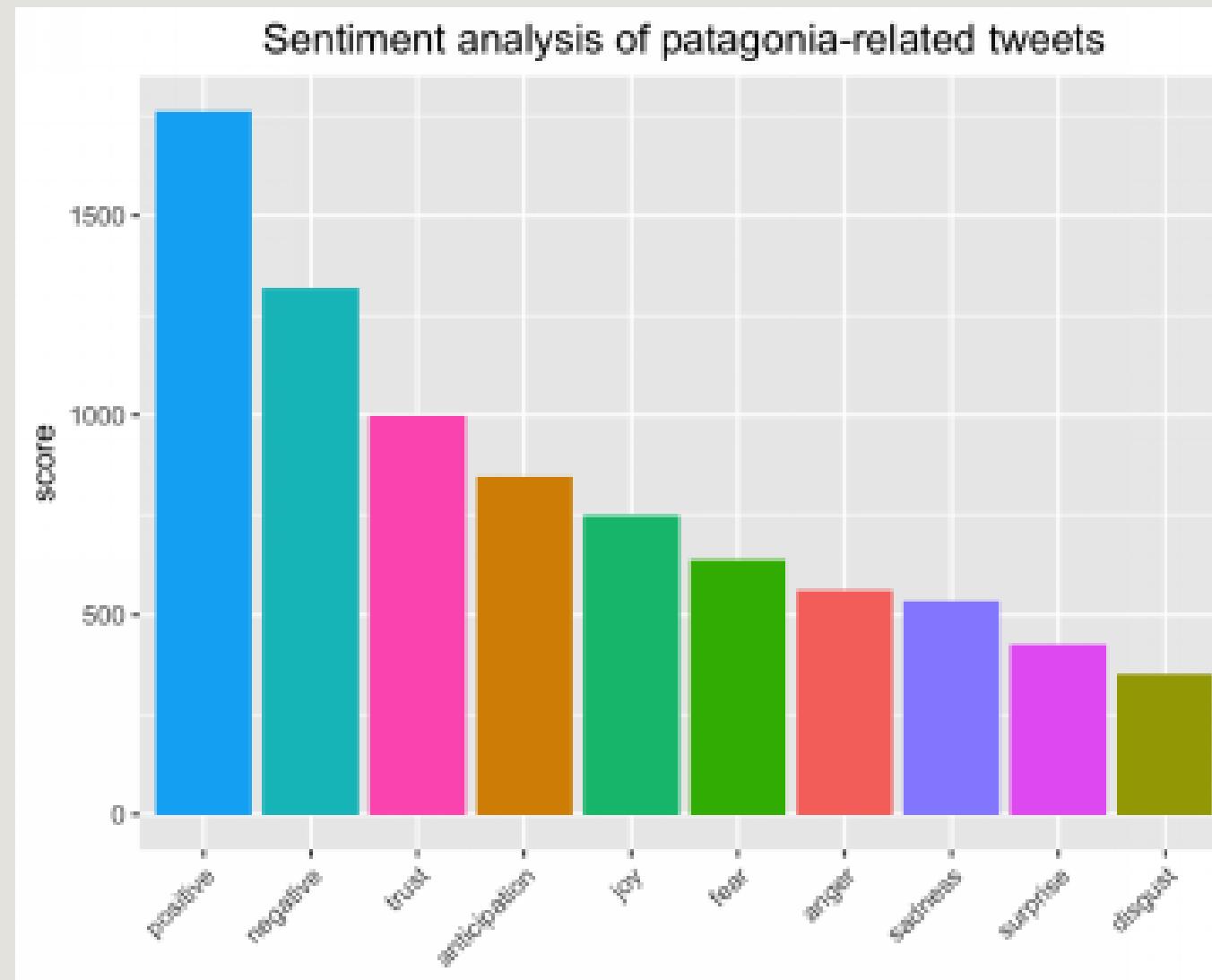


Arc'teryx

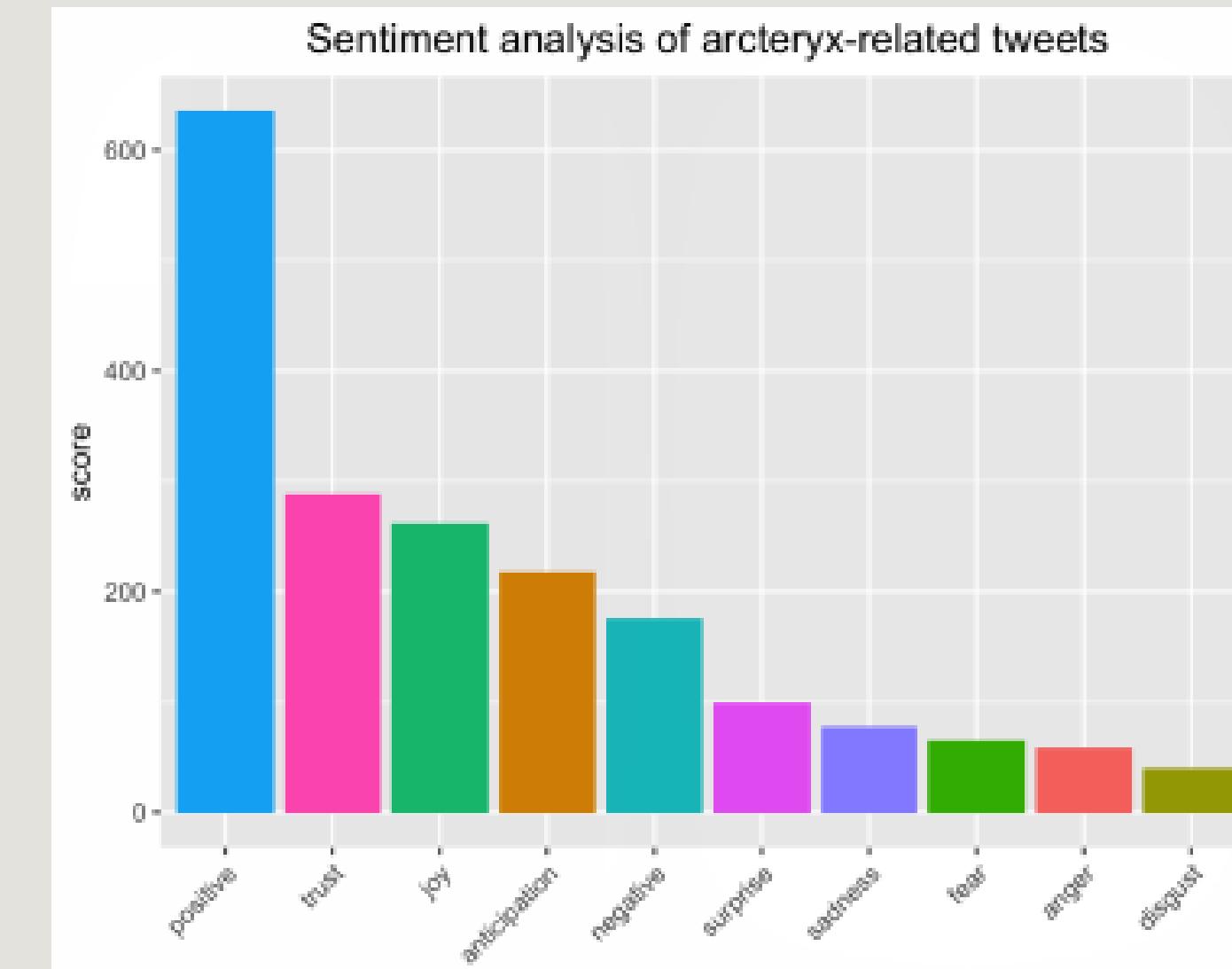


# Sentimental Analysis

Patagonia



Arc'teryx



# Network Analysis

## In-degree Centrality

### Patagonia

```
> in_degree <- degree(network_graph1, mode=c("in"))
> in_degree_sort <- sort(in_degree, decreasing=TRUE)
> in_degree_sort[1:5]
PlacesMagi15559      Tobiashagg      LeeRussian    GlyphosateGirl      WSJ
158                  60                 42                18                 14
```

### Arc'teryx

```
> in_degree <- degree(network_graph2, mode=c("in"))
> in_degree_sort <- sort(in_degree, decreasing=TRUE)
> in_degree_sort[1:5]
chevy_Bevis   JHHJ_Fashion   envyofyibo  MyshellParker      Philkiel
131              24             22                21                 18
```

## Out-degree Centrality

### Patagonia

```
> out_degree <- degree(network_graph1, mode=c("out"))
> out_degree_sort <- sort(out_degree, decreasing=TRUE)
> out_degree_sort[1:5]
TraveliingDegen      Lydia_whyet1      Tokeshraaj      donotconform2      jjacksjj
7                     5                   4                   4                   4
```

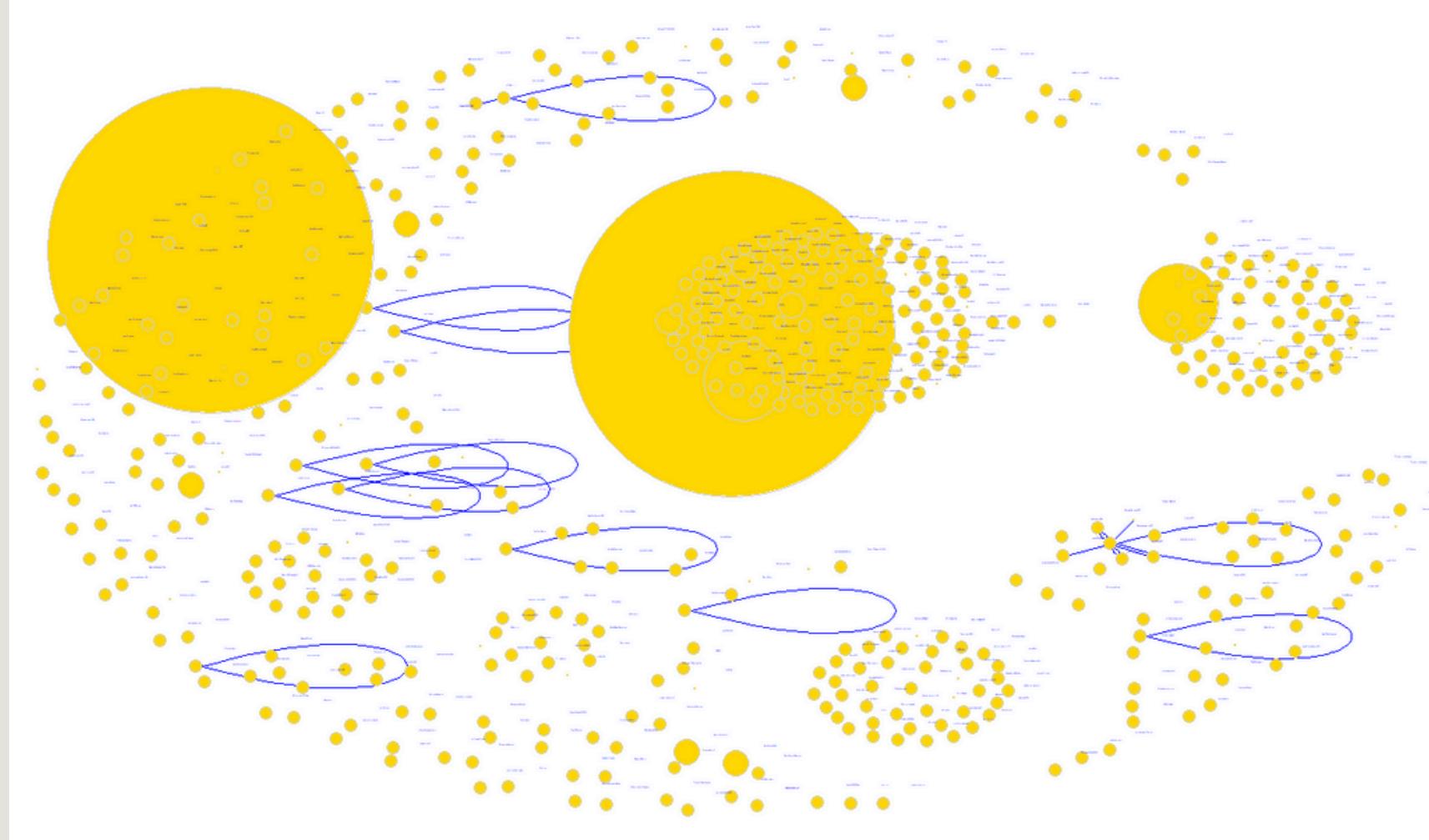
### Arc'teryx

```
> out_degree <- degree(network_graph2, mode=c("out"))
> out_degree_sort <- sort(out_degree, decreasing=TRUE)
> out_degree_sort[1:5]
jorgelinderman      Sally2683       NinaAminx      CrispyFreshMan      Blackwolfeye2
24                   6                   2                   2                   2
```

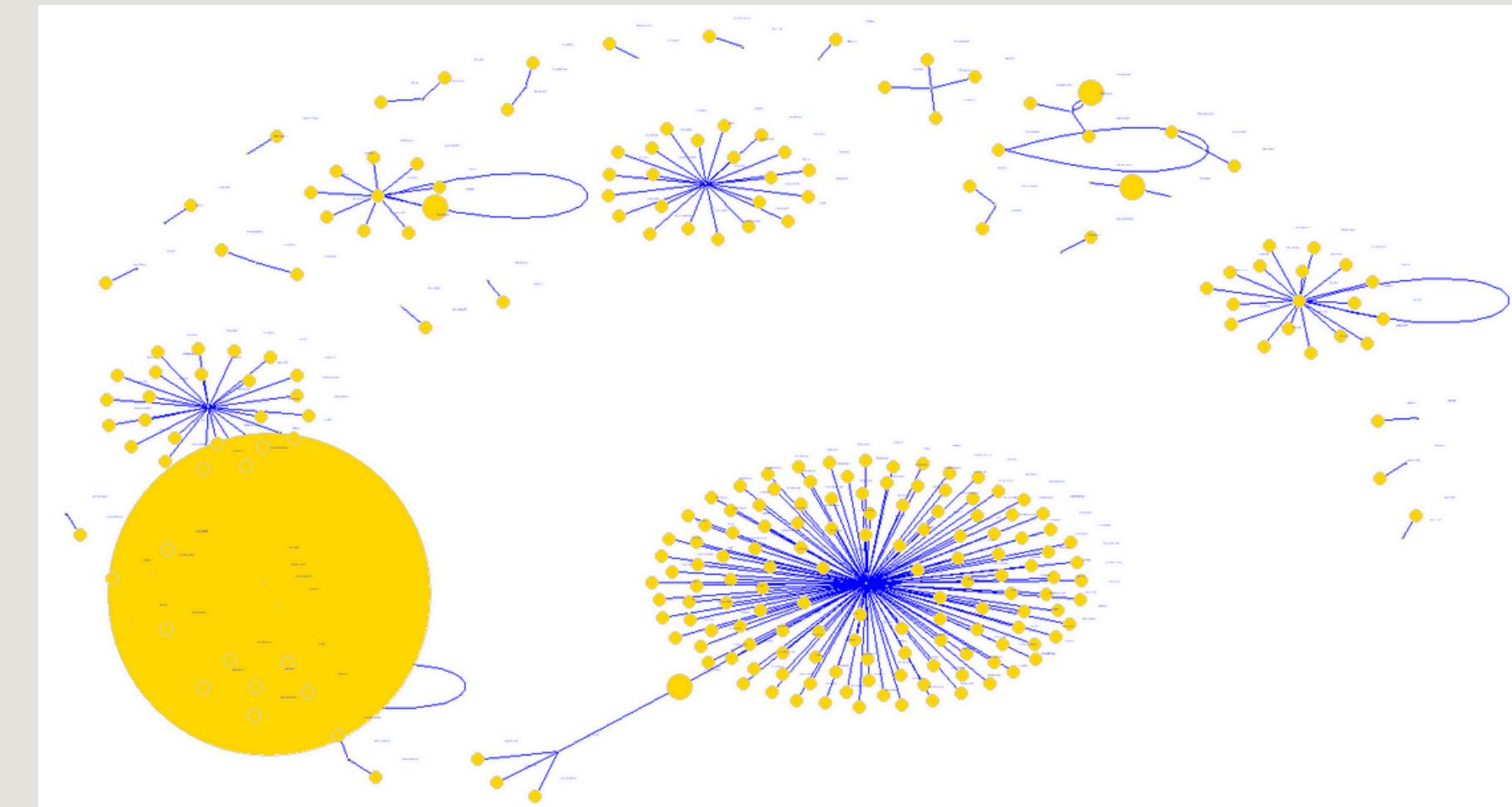
# Network Analysis

Network Graph

Patagonia



Arc'teryx



# Recommendation

## **Expanding Patagonia itself's social media strengths**

1.Patagonia is good at generate event-driven, short-term boosts of attention

→ Create some follow-up posts for campaign activities

2.Most active users were everyday individuals with relatively low follower counts:

Strong.grassroots-level conversation

→ Take the lead in launching specific topic campaigns (e.g., “Patagonia Eco Squad”)

# Recommendation

## **Expanding Patagonia itself's social media strengths**

3. Denser and more community-like network, and stronger peer-to-peer interaction:

More likely to influence other member within the community.

→ Develop weekly or monthly themed campaigns based on high-engagement hashtags to encourage participation within the community

## **Countering Arc'teryx's social media advantages**

Arc'teryx's often uses hashtags tied to celebrity endorsements and fan culture

→ Create some original hashtags (e.g., #EcofriendlySpirit) to make differentiation from competitor.