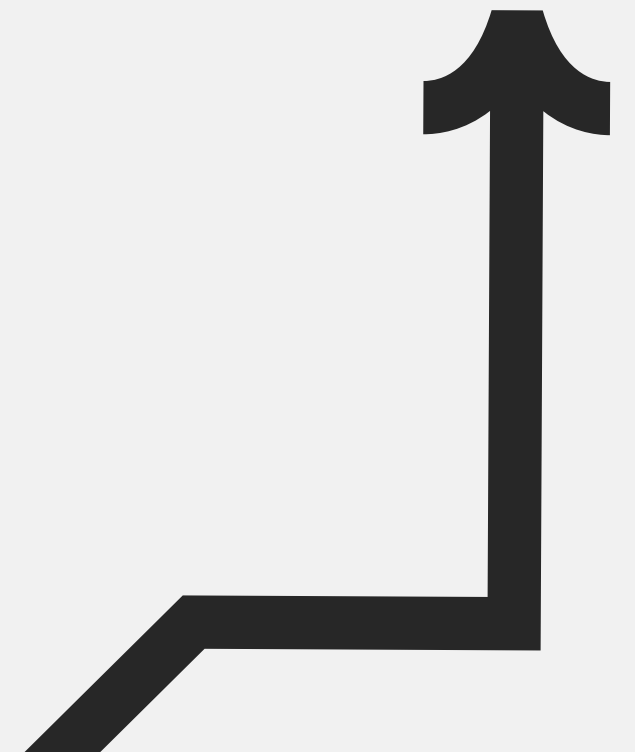


Final Presentation- Patagonia

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

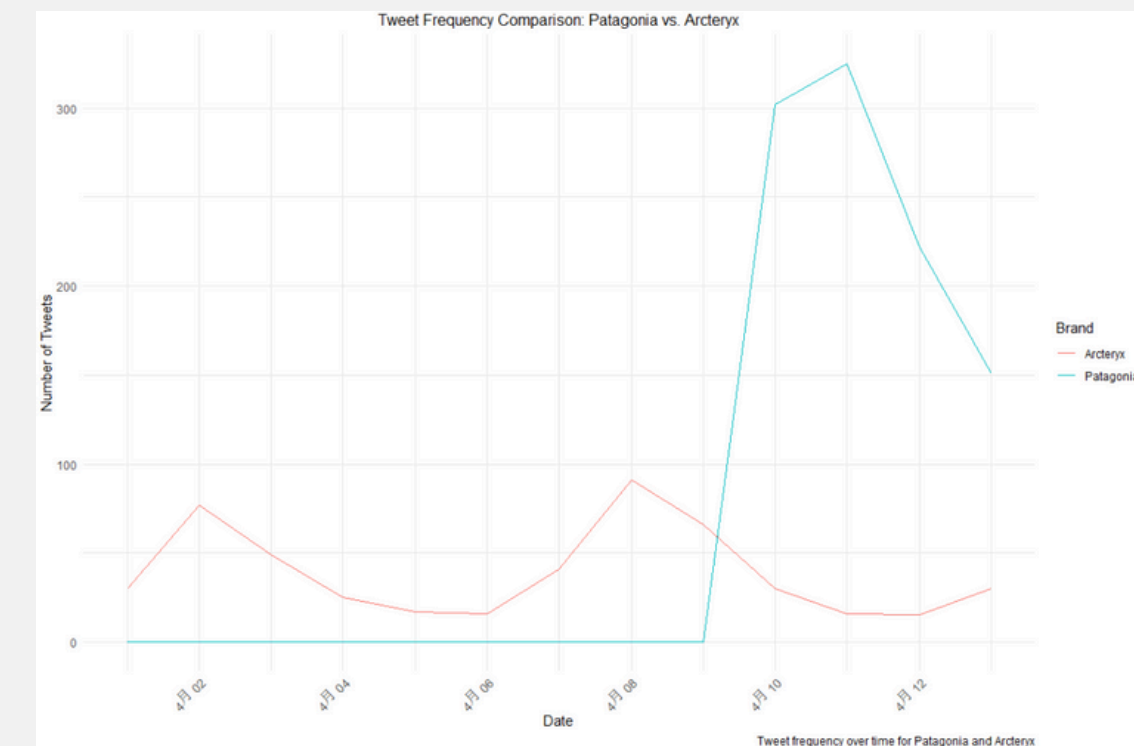
Tweet Frequency & User Engagement Patterns

📍📊 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)

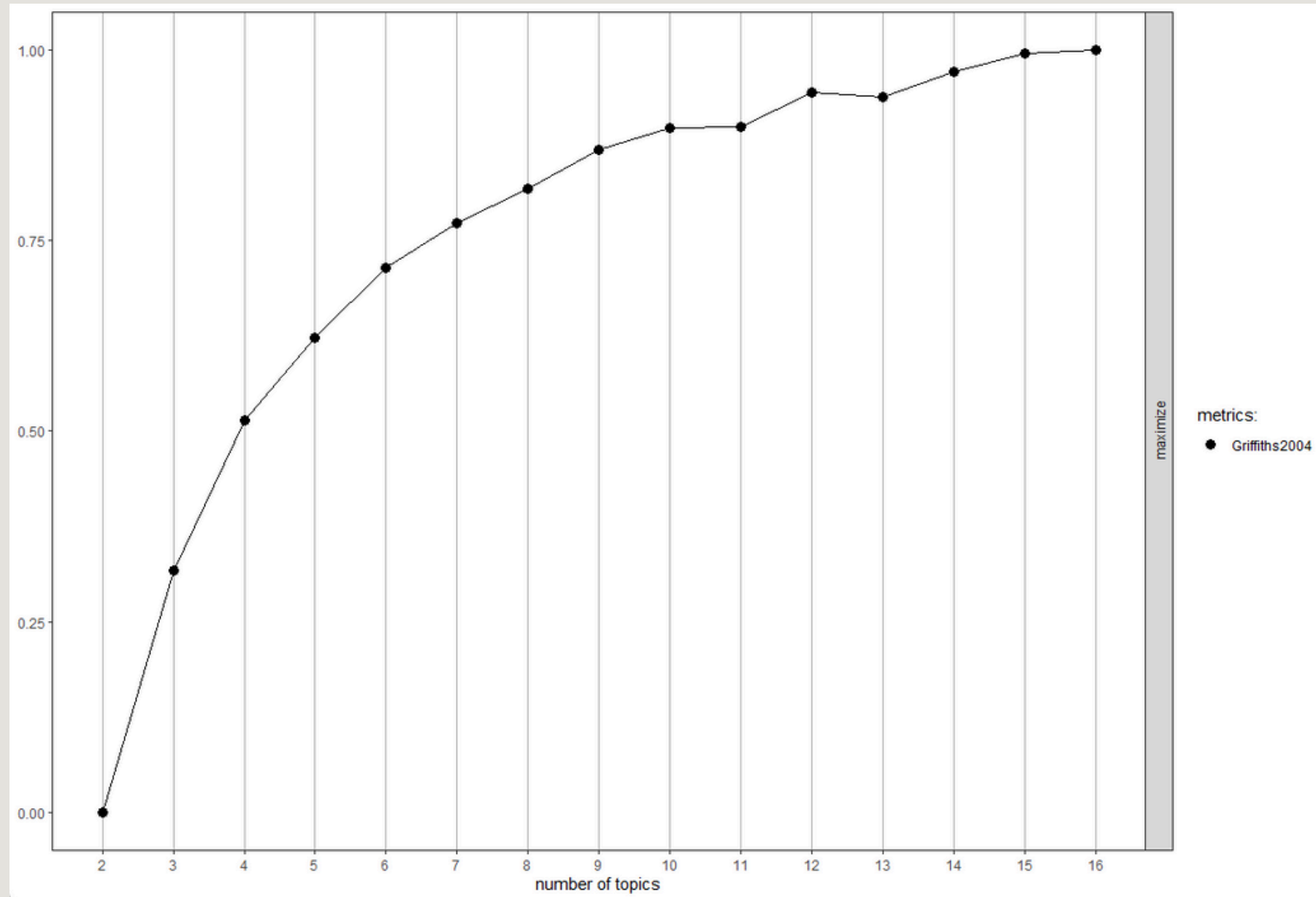
- For both brands, emotional content (humor, storytelling, poetic posts) outperformed purely functional posts.
- Arc'teryx's most-liked tweet (1,009 likes) was humorous and sarcastic.
- Patagonia also saw high engagement from poetic or aesthetic tweets, while scenic/functional posts performed moderately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

Hashtag Usage & Brand Positioning

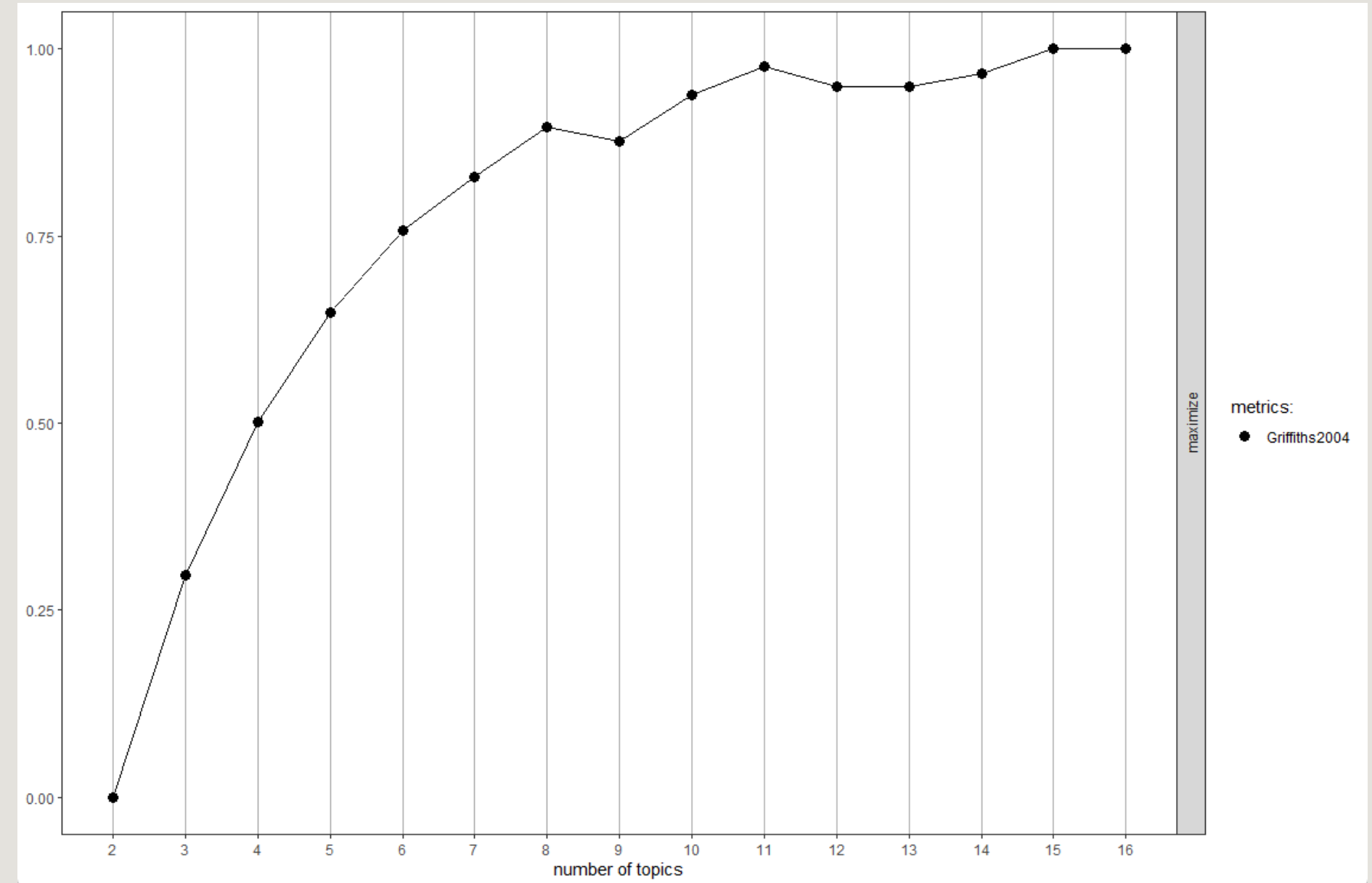
- Arc'teryx hashtags: #seventeen, #hongjisoo, #wangyibo — showing reliance on celebrity and fan culture to drive engagement.
- Patagonia hashtags: #travel, #austinfo, #argentina — reinforcing brand identity around nature, exploration, and sustainability.
- 🖱️ Conclusion: Arc'teryx leans on pop culture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

Topic Modeling

Patagonia

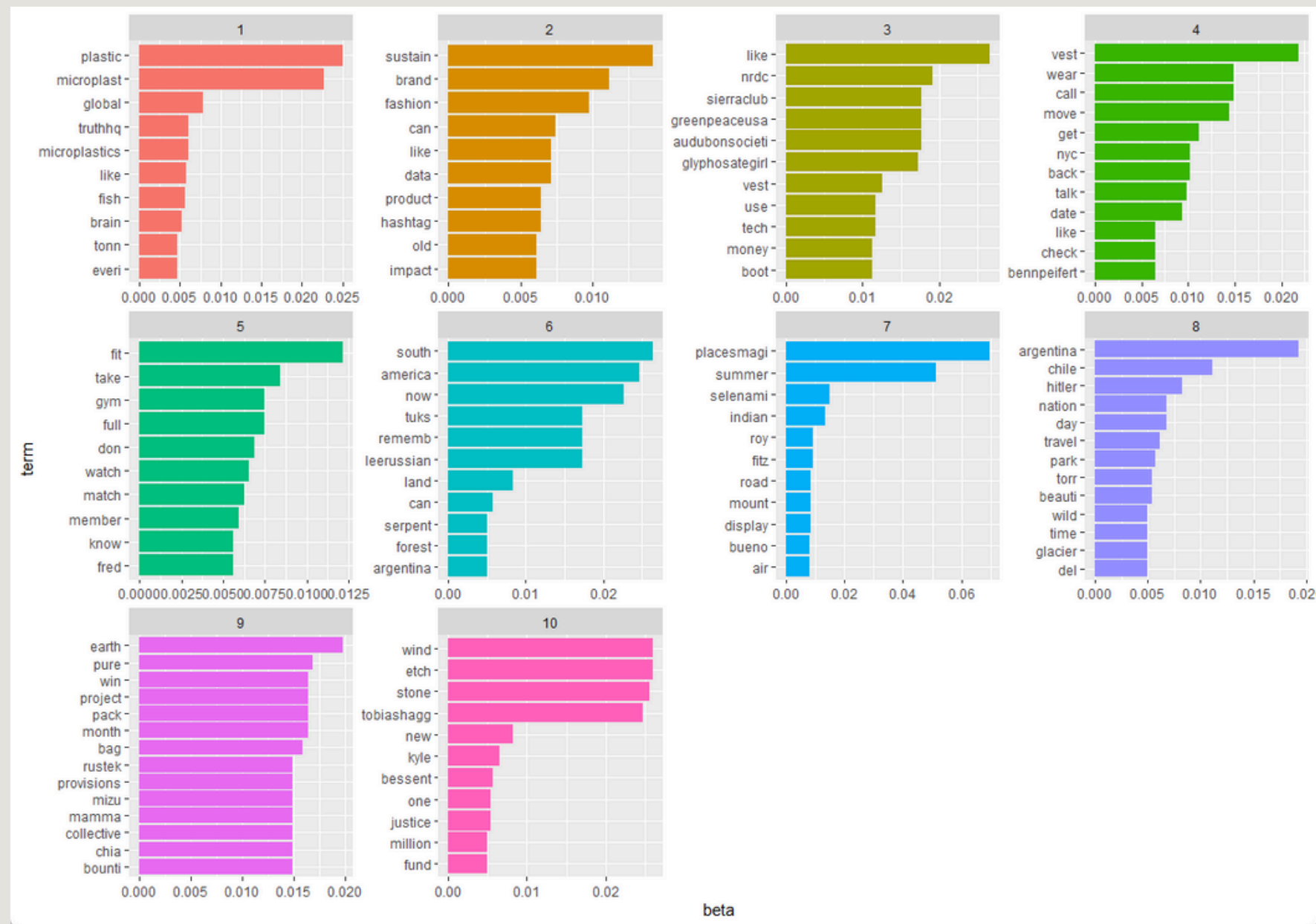


Arc'teryx

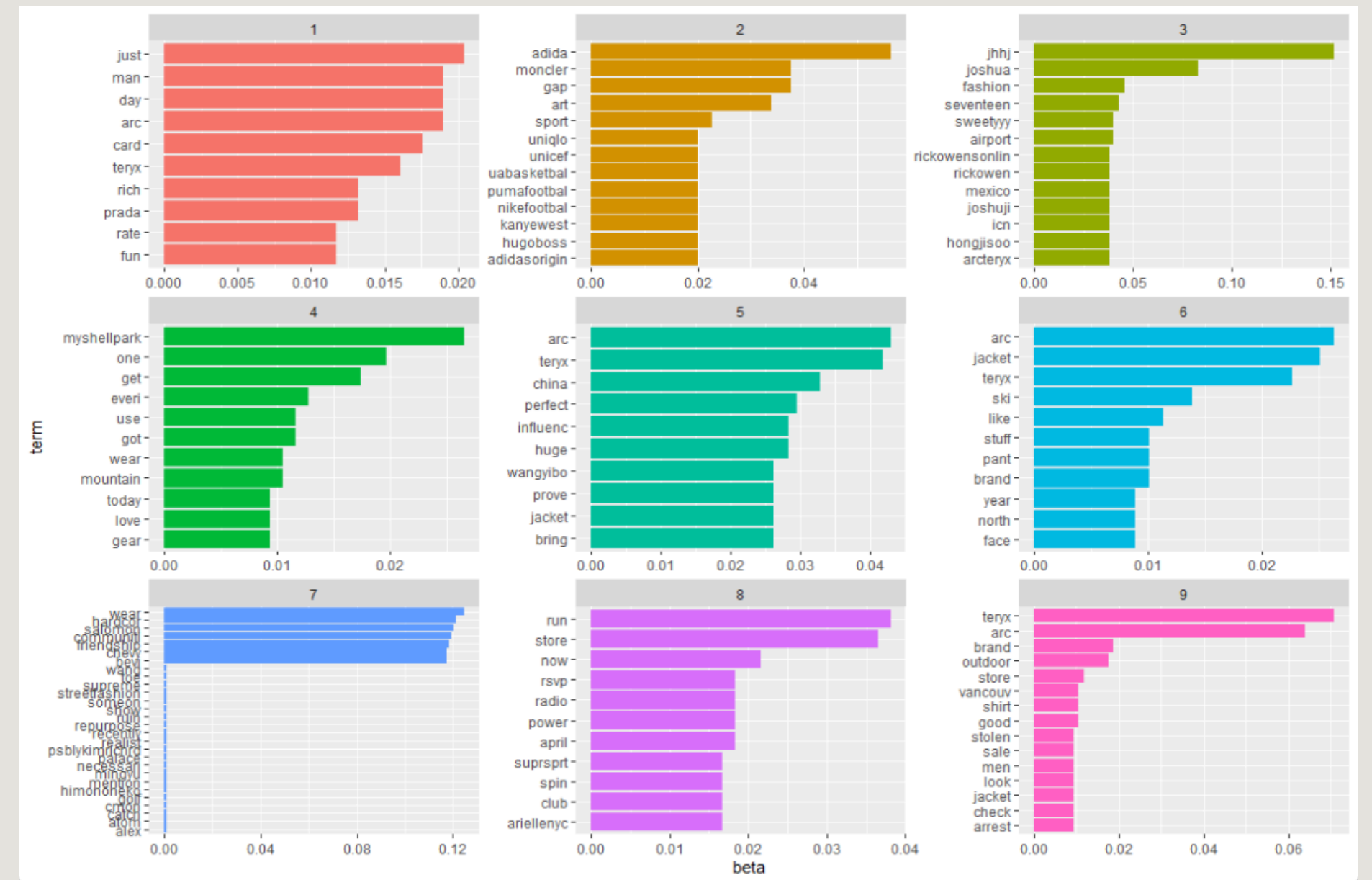


Topic Modeling

Patagonia

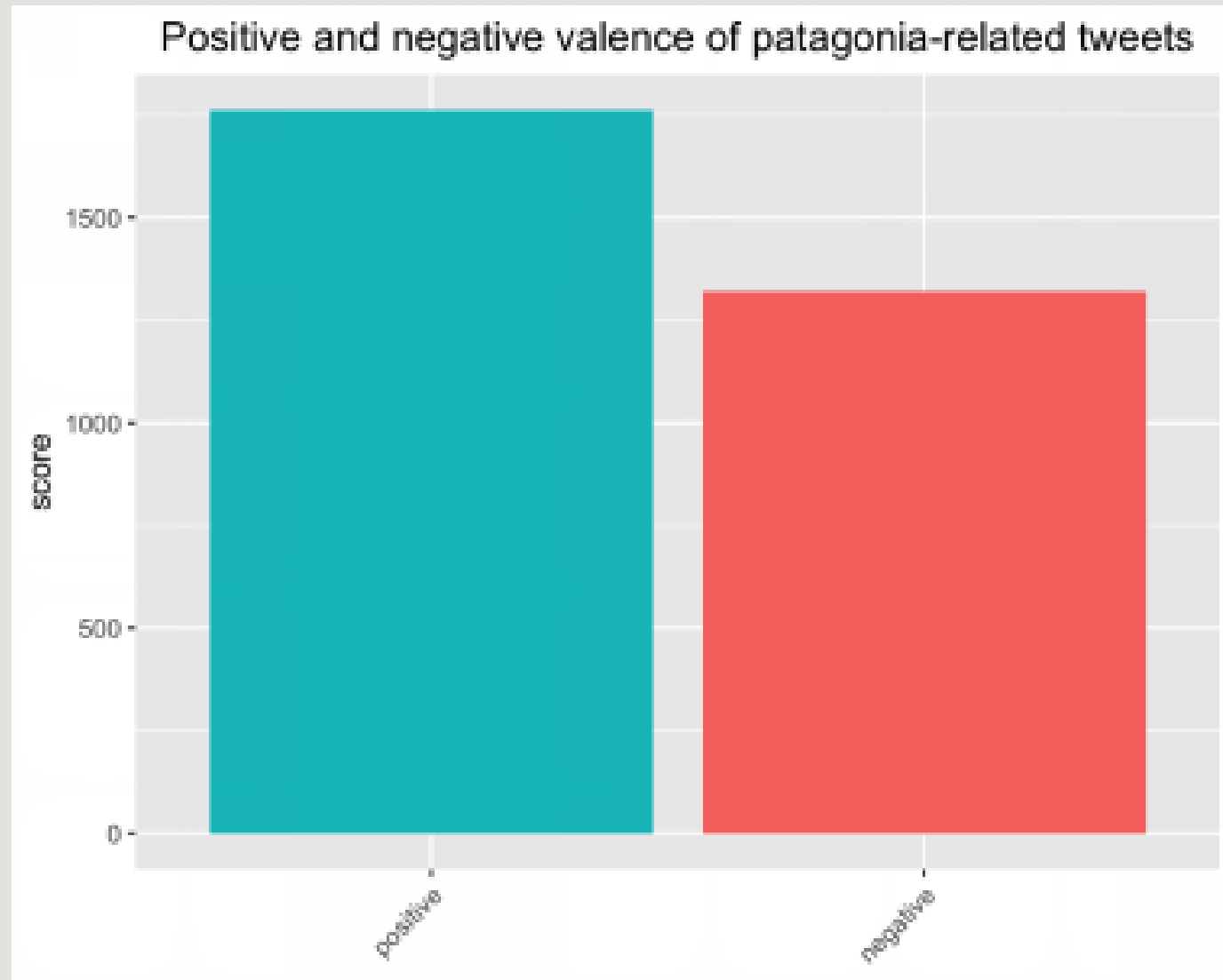


Arc'teryx

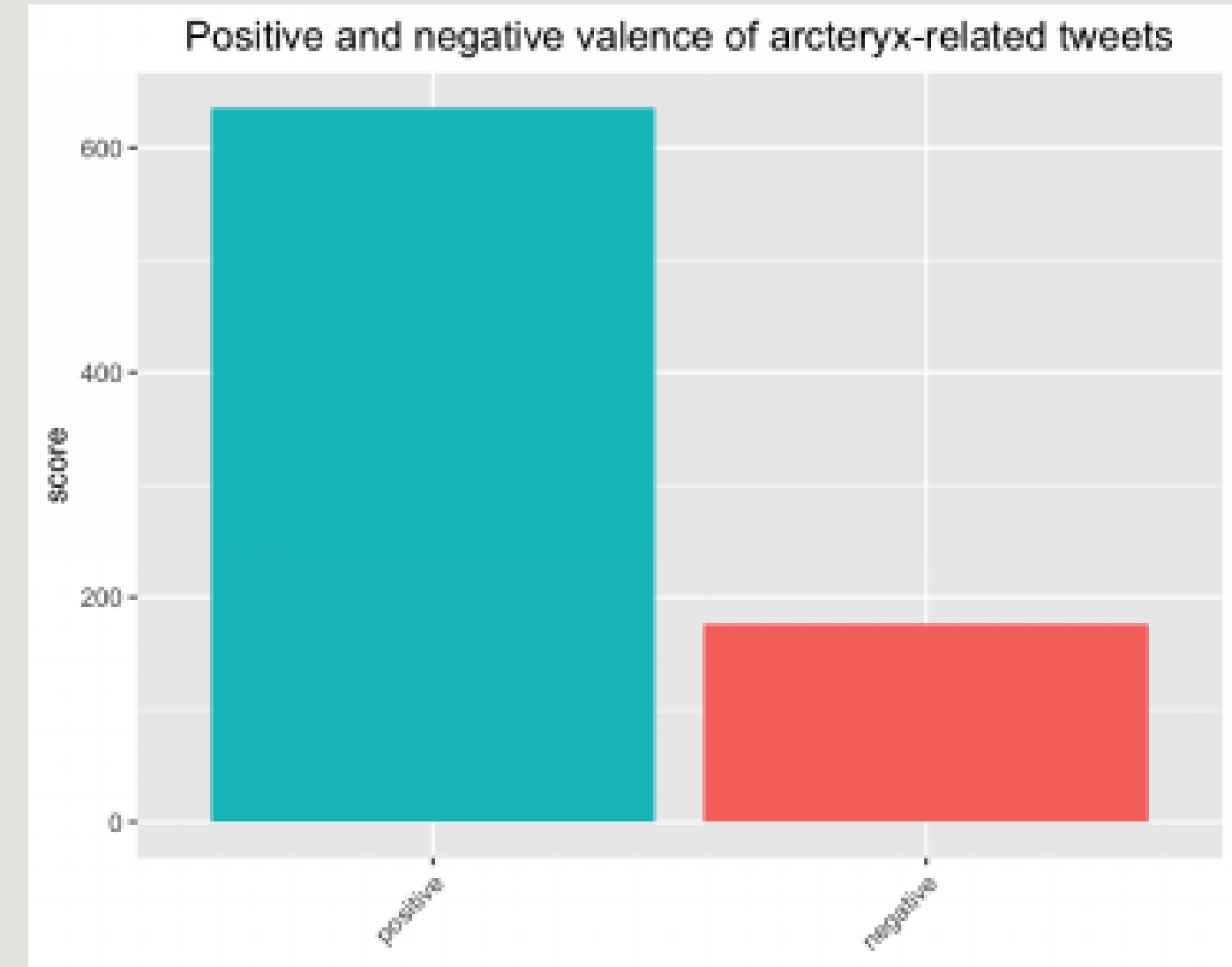


Sentimental Analysis

Patagonia

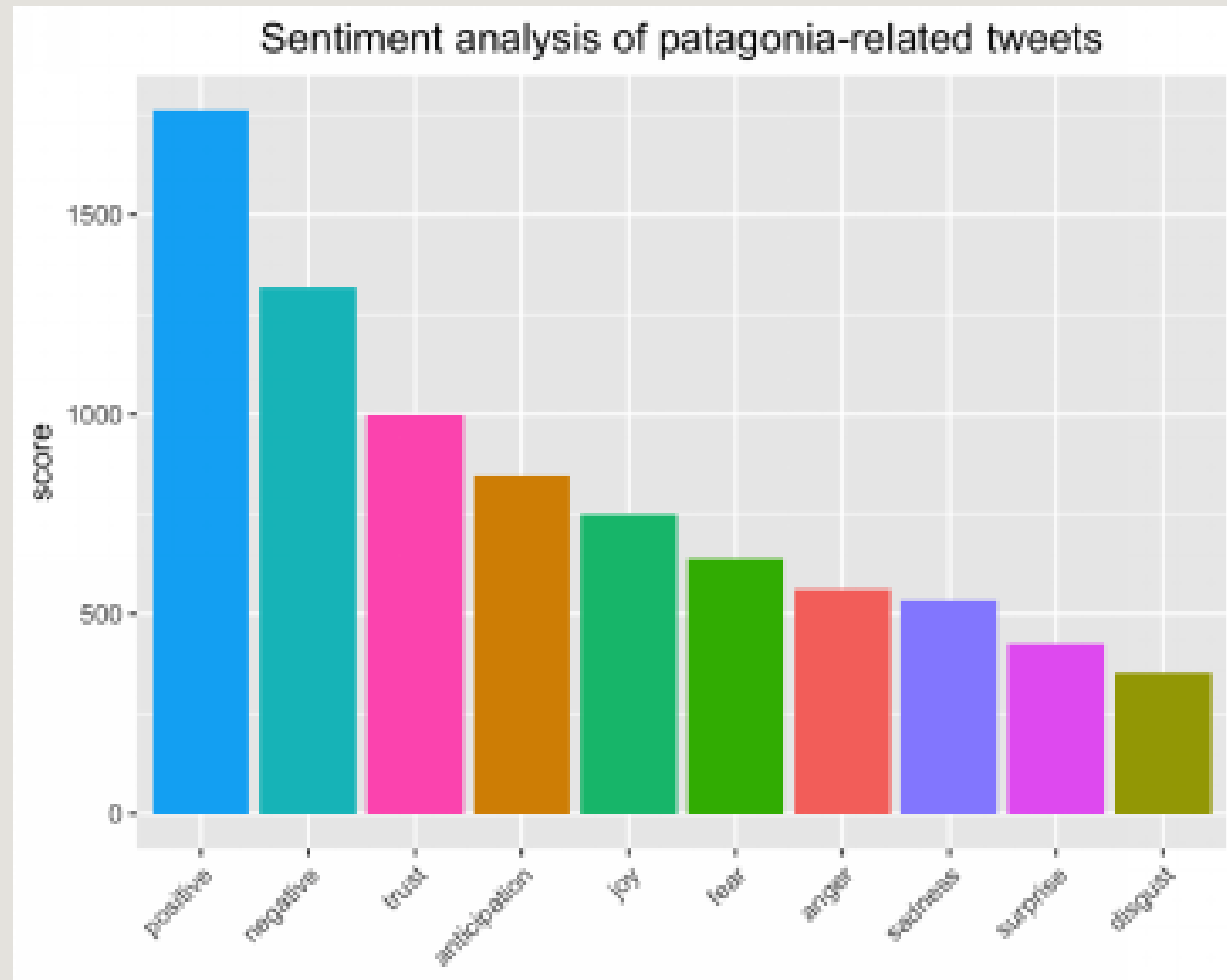


Arc'teryx

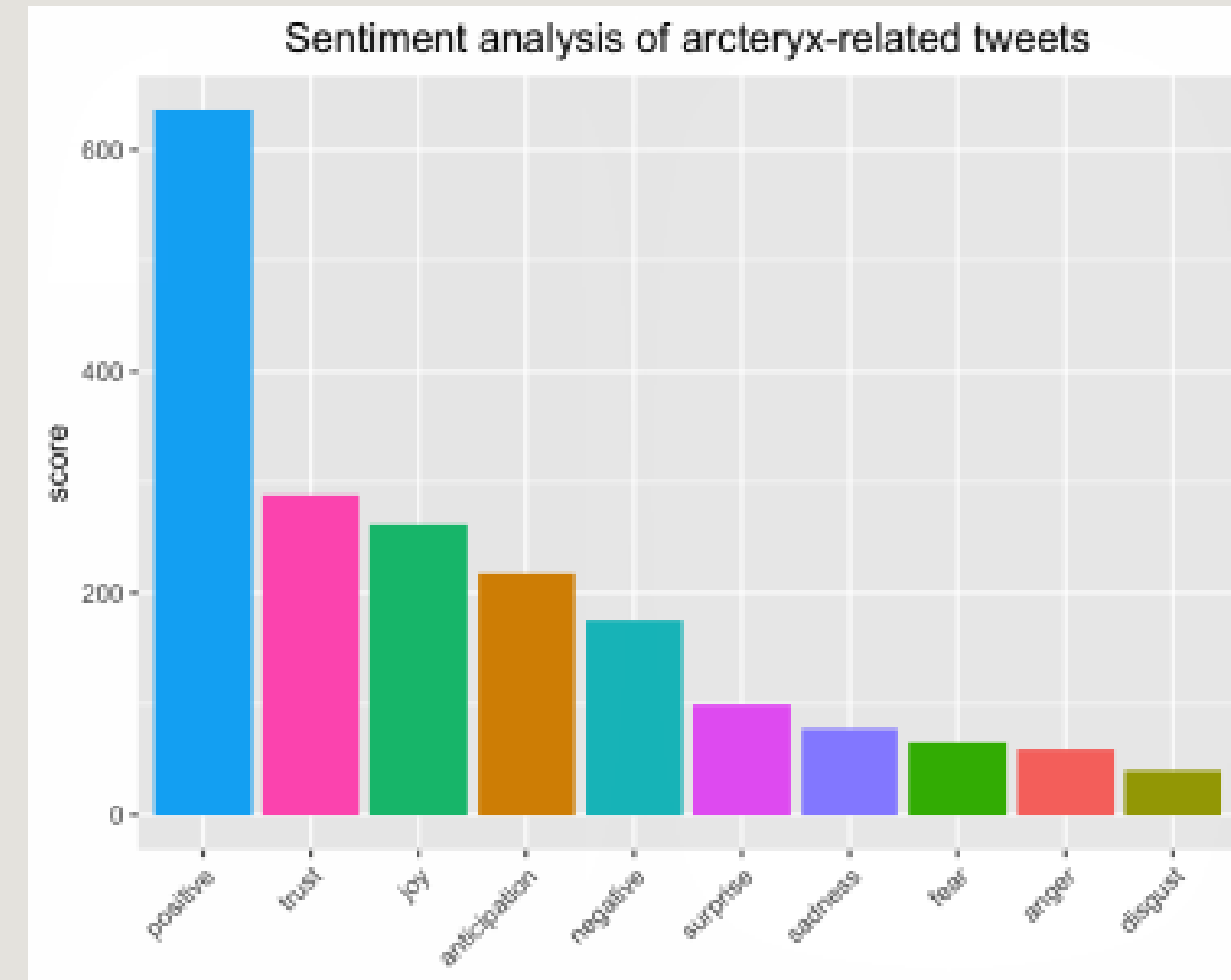


Sentimental Analysis

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]
```

TravelingDegen	Lydia_whyet1	lokeshraaj	donotconform2	jjacksjj
7	5	4	4	4

Arc'teryx

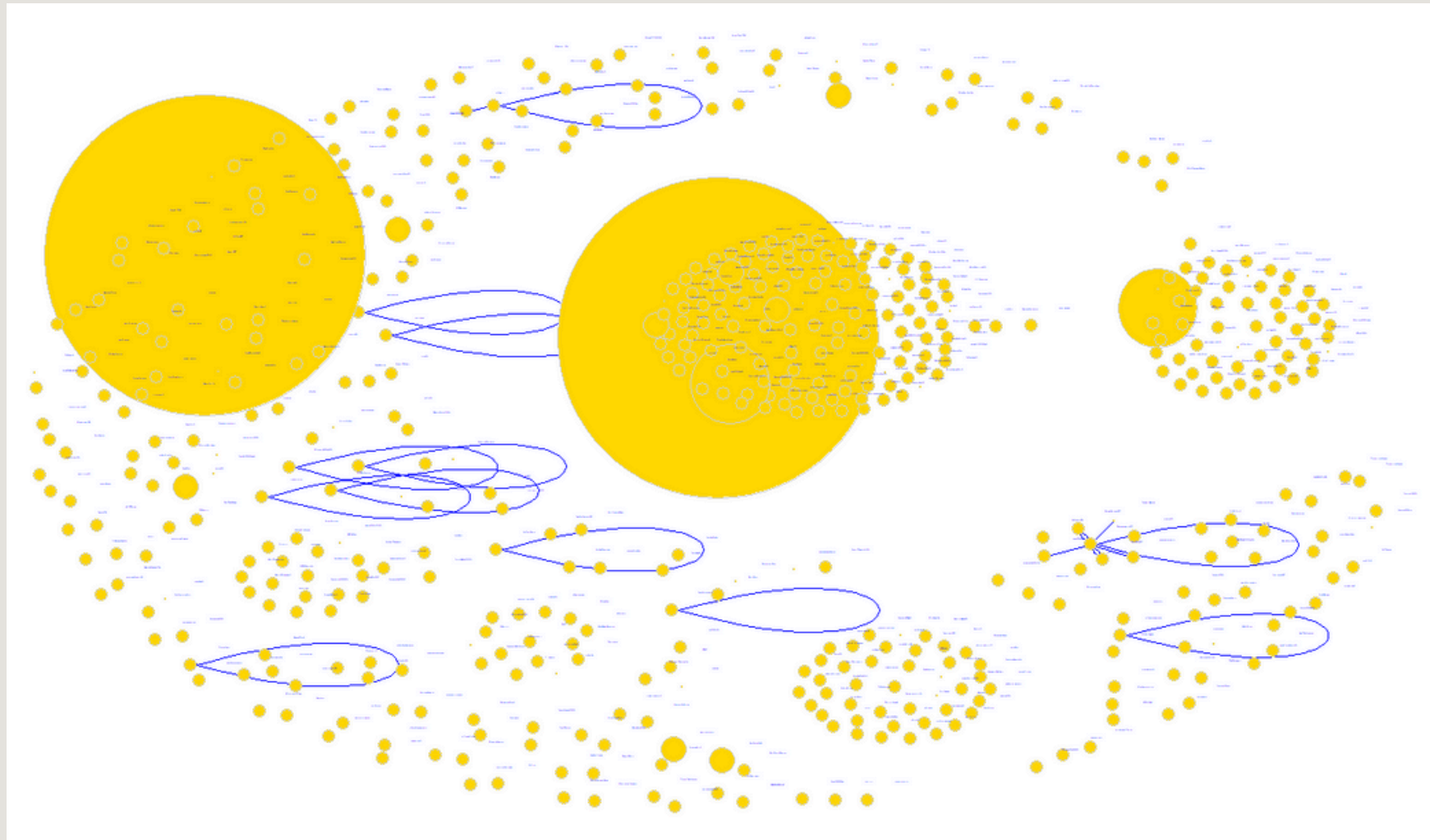
```
> out_degree <- degree(network_graph2, mode=c("out"))
> out_degree_sort <- sort(out_degree, decreasing=TRUE)
> out_degree_sort[1:5]
```

jorgelinderman	sally2683	NinaAninx	CrispyFreshMan	Blackwolfeye2
24	6	2	2	2

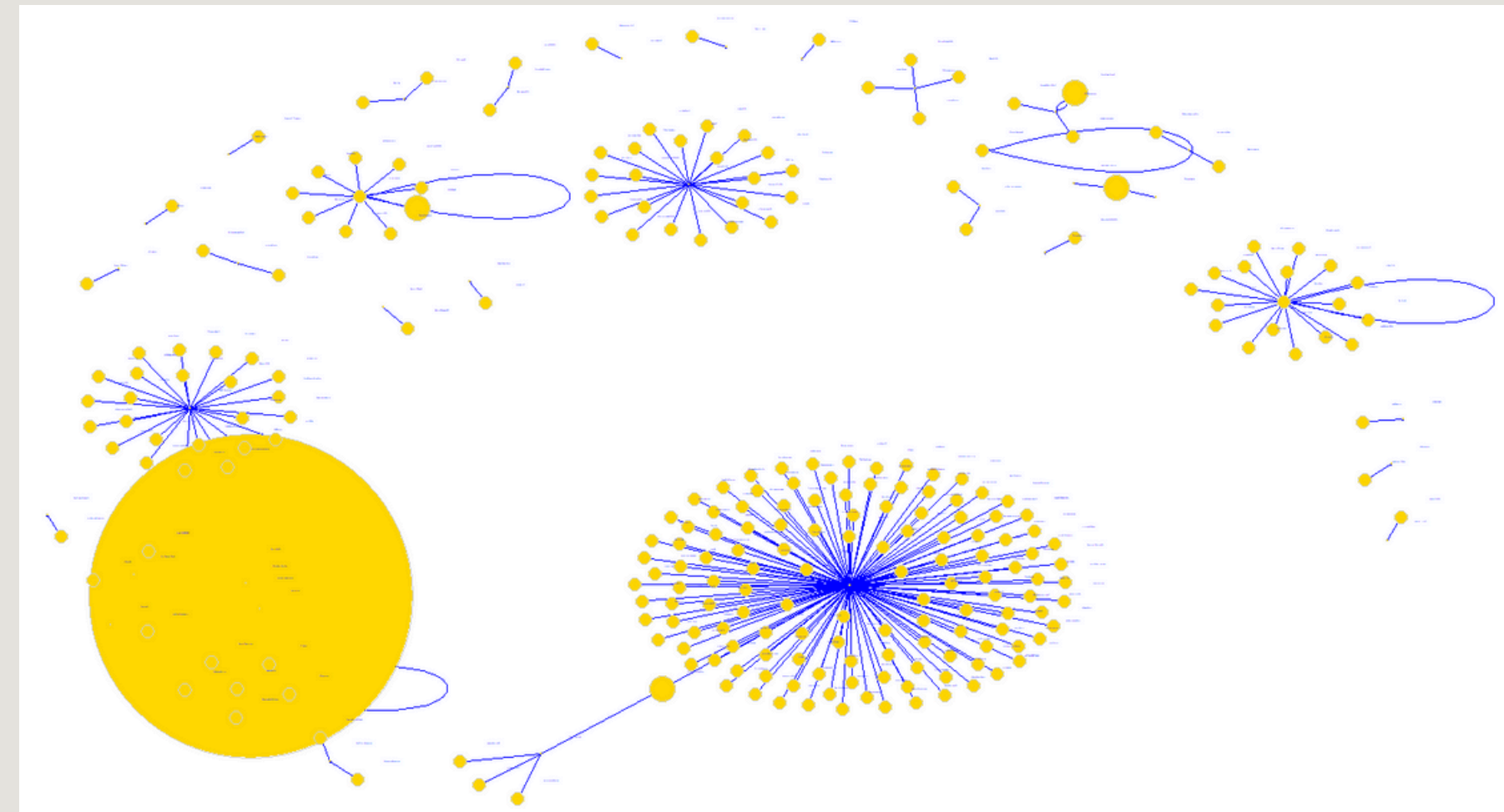
Network Analysis

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.