

Influencer Analysis: Sports and Recreation Industry

Influencer 1: Nike Training Club Trainers

Name: Joe Holder

Platform: Instagram (@joeholder), Nike Training Club App

Focus Area: Fitness, Nutrition, Wellness

Recent Campaigns:

1. **Nike Training Club Workouts:** Joe collaborates with Nike to offer exclusive workouts on the Nike Training Club app, focusing on holistic fitness routines.
2. **"You Can't Stop Us":** Participated in Nike's motivational campaign, promoting resilience and the importance of staying active during challenging times.
3. **Brand Partnerships:** Works with various health and wellness brands, promoting sustainable and healthy lifestyles.

Influencer 2: Kayla Itsines

Platform: Instagram (@kayla_itsines), Sweat App

Focus Area: Fitness, Women's Health, Lifestyle

Recent Campaigns:

1. **Sweat Challenge:** A series of fitness challenges hosted on the Sweat app, encouraging women worldwide to engage in regular exercise.
2. **Reebok Collaboration:** Kayla has partnered with Reebok for various fitness campaigns, showcasing their apparel and footwear in her workouts.
3. **Post-Pregnancy Fitness:** Recently launched a post-pregnancy fitness program to help new mothers get back into shape safely and effectively.

Influencer 3: Dwayne "The Rock" Johnson

Platform: Instagram (@therock), YouTube

Focus Area: Fitness, Motivation, Lifestyle

Recent Campaigns:

1. **Under Armour Project Rock:** A collaboration with Under Armour, featuring high-performance apparel and footwear designed for intense workouts.
2. **"The Rock's Workout":** Regularly shares his workout routines and motivational messages on Instagram, inspiring millions to stay active.
3. **Teremana Tequila:** While not fitness-related, his brand of tequila often features in his social media, showcasing a balance between fitness and lifestyle.

Influencer 4: Adriene Mishler

Platform: YouTube (Yoga with Adriene), Instagram (@adrienelouise)

Focus Area: Yoga, Mindfulness, Wellness

Recent Campaigns:

1. **"30 Days of Yoga":** An annual series on her YouTube channel, offering daily yoga sessions to promote physical and mental well-being.
2. **Partnership with Manduka:** Collaborated with the yoga brand Manduka to promote eco-friendly yoga mats and accessories.
3. **Community Engagement:** Frequently engages with her audience through social media, promoting a supportive and inclusive yoga community.

Influencer 5: Matt Fraser

Platform: Instagram (@mathewfras), YouTube

Focus Area: CrossFit, Fitness, Nutrition

Recent Campaigns:

1. **HWPO (Hard Work Pays Off):** His fitness program focusing on CrossFit-style workouts, available online for fitness enthusiasts.
2. **Nike Training Club:** Featured in various campaigns and workout plans on the Nike Training Club app.
3. **Podcasts and Interviews:** Regularly appears on fitness podcasts and YouTube channels, sharing insights on training and nutrition.

Influencer 6: Michelle Lewin

Platform: Instagram (@michelle_lewin), YouTube

Focus Area: Fitness, Bodybuilding, Nutrition

Recent Campaigns:

1. **Fitplan App:** Offers workout plans and fitness programs through the Fitplan app, tailored for different fitness levels.
2. **1UP Nutrition:** Collaborates with 1UP Nutrition, promoting their supplements and fitness products.
3. **Workout Challenges:** Hosts fitness challenges on social media, encouraging followers to participate and stay motivated.

Influencer 7: Jeff Cavaliere

Platform: YouTube (Athlean-X), Instagram (@athleanx)

Focus Area: Fitness, Strength Training, Rehabilitation

Recent Campaigns:

1. **Athlean-X Programs:** Provides a range of fitness programs focusing on building strength, improving athleticism, and preventing injuries.

2. **Product Reviews:** Reviews and promotes fitness equipment and supplements on his YouTube channel.
3. **Fitness Tips:** Shares educational content on proper exercise techniques, injury prevention, and workout optimization.

Influencer 8: Cassey Ho

Platform: YouTube (Blogilates), Instagram (@blogilates)

Focus Area: Pilates, Fitness, Women's Health

Recent Campaigns:

1. **Pop Pilates:** A series of Pilates-based workouts available on YouTube and the Blogilates app.
2. **Body by Blogilates:** Her activewear line, promoting body positivity and comfort during workouts.
3. **Monthly Challenges:** Hosts monthly fitness challenges on social media, encouraging her community to stay active.

Influencer 9: Alex Toussaint

Platform: Instagram (@alextoussaint25), Peloton

Focus Area: Indoor Cycling, Fitness, Motivation

Recent Campaigns:

1. **Peloton Classes:** One of the leading instructors on Peloton, offering high-energy cycling classes with motivational themes.
2. **Under Armour Ambassador:** Promotes Under Armour apparel and footwear in his workouts.
3. **Mental Health Advocacy:** Actively speaks about the importance of mental health and its connection to physical fitness.

Influencer 10: Emily Skye

Platform: Instagram (@emilyskyefit), Facebook

Focus Area: Fitness, Nutrition, Women's Health

Recent Campaigns:

1. **Emily Skye FIT:** Her fitness program offering workout plans, meal plans, and health advice through an app and online platform.
2. **Reebok Collaboration:** Frequently collaborates with Reebok for fitness campaigns and product promotions.
3. **Postpartum Fitness:** Shares her journey and workouts focused on postpartum fitness and recovery, encouraging new mothers to regain their strength.