

Nike Brand Selection

Brand Overview

Chosen brand is Nike, a global leader in sports and athletic gear. Market Position

Nike targets fitness enthusiasts and promotes a lifestyle of empowerment. Collaboration Goals

Enhance brand visibility and engage younger audiences through influencer partnerships.





Emma Chamberlain is an influential content creator whose relatable and casual style aligns well with Nike's brand values. With over 12 million followers predominantly in the Gen Z demographic, she offers substantial engagement potential for brand messaging.

Engagement Rate

High engagement rates on her posts.

Instagram Followers

Emma's strong following on Instagram.

Predominant Age Group

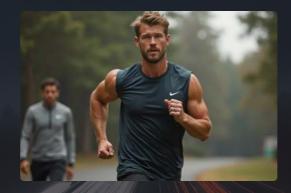
Majority of followers are Gen Z.

Influencer Spotlight: Chris Hemsworth



Demographics

50 million+ followers on Instagram, with a diverse audience aged 18-45, primarily fitness and wellness enthusiasts.



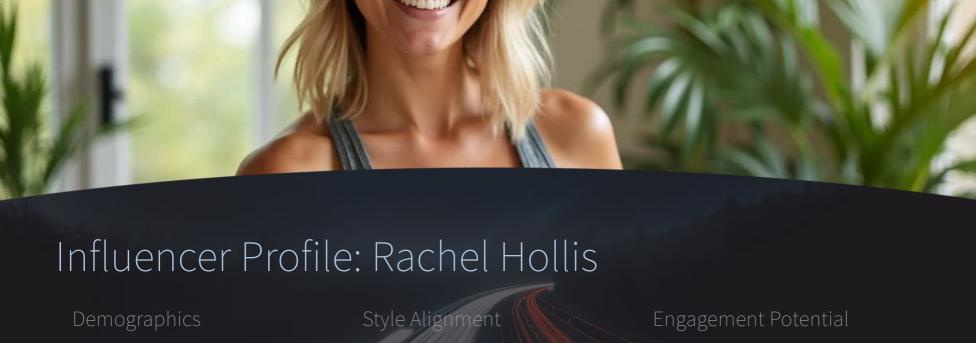
Style Alignment

As a fitness advocate and actor, Chris embodies an active lifestyle that aligns with Nike's brand ethos.



Engagement Potential

His motivational content can inspire followers to pursue fitness goals, effectively promoting Nike products.



1.5 million+ followers on Instagram, targeting women aged 25-40.

Rachel's focus on motivation and self-improvement complements Nike's message.

High engagement rates (around 4%) fostering community discussions.

Influencer 4: Marques Brownlee

Style Alignment

Demographics

16 million+ YouTube subscribers, appealing to tech-savvy individuals aged 18-35, interested in product reviews and innovations.

Marques' analytical approach to tech and product reviews can highlight Nike's innovative features effectively.

Engagement Potentia

His detailed reviews and high viewer engagement (average 7-10%) make him a valuable partner for showcasing Nike's latest products.

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