

# **SPONSORS AT THE RIO 2016 OLYMPICS**



## **TOP 100 INFLUENCERS AND BRANDS**

# inside



Methodology



Comparison



Network Maps



Top 100 Lists



Key Insights

# methodology

The PageRank based methodology we use to extract influencers on a particular topic (tweets mentioning Rio2016 OR Olympics AND Coca-Cola OR Atos OR Bridgestone OR Dow OR GE OR Macdonalds OR Omega OR Panasonic OR P&G OR Samsung OR VISA OR Bradesco OR Correios OR NET OR CLARO OR Embratel OR Nissan OR Aliansce OR ApexBrasil OR Cisco OR Estácio OR EY OR Globo OR Sadia OR Qualy OR Skol OR Latam OR 361 in this case) takes into account the number and quality of contextual references that a user receives. These calculations also take into account a user's **relevance** (number of tweets on topic), **reach** (number of followers) and **reference** (how often they appear in Twitter lists).

If you want to learn more, please read our article that outlines influencer identification.

take me there

# BIG

the  
data



90  
days



101,596  
tweets

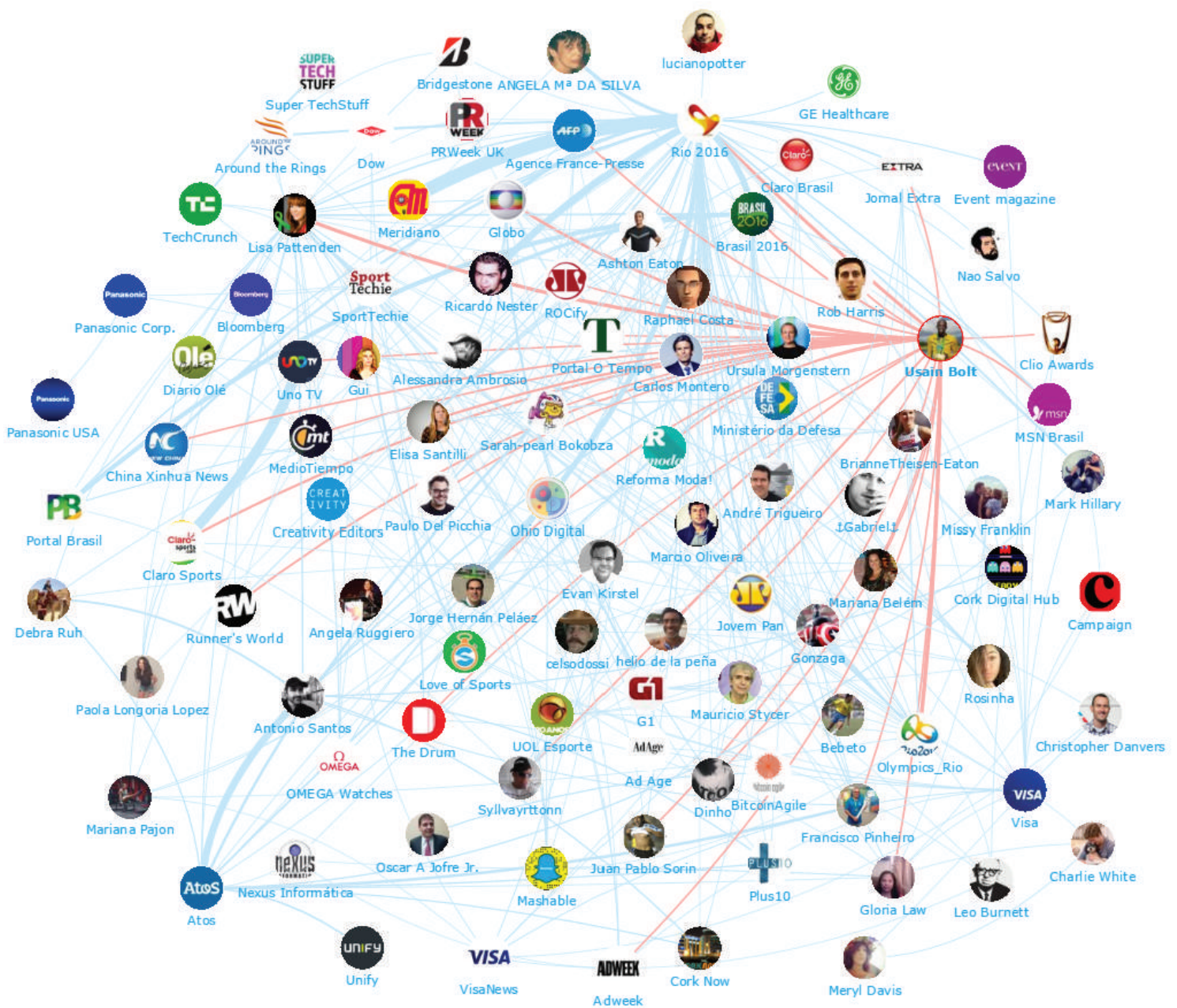


81,485  
engaged users



73,441  
engaged tweets

# Interactions between sponsors influencers and brands at the Rio 2016 Olympics



This map was created using our Influencer Relationship Management software.

Learn More



# Interactions between sponsors, influencers and brands at the Rio 2016 Olympics



This map was created using our Influencer Relationship Management software.

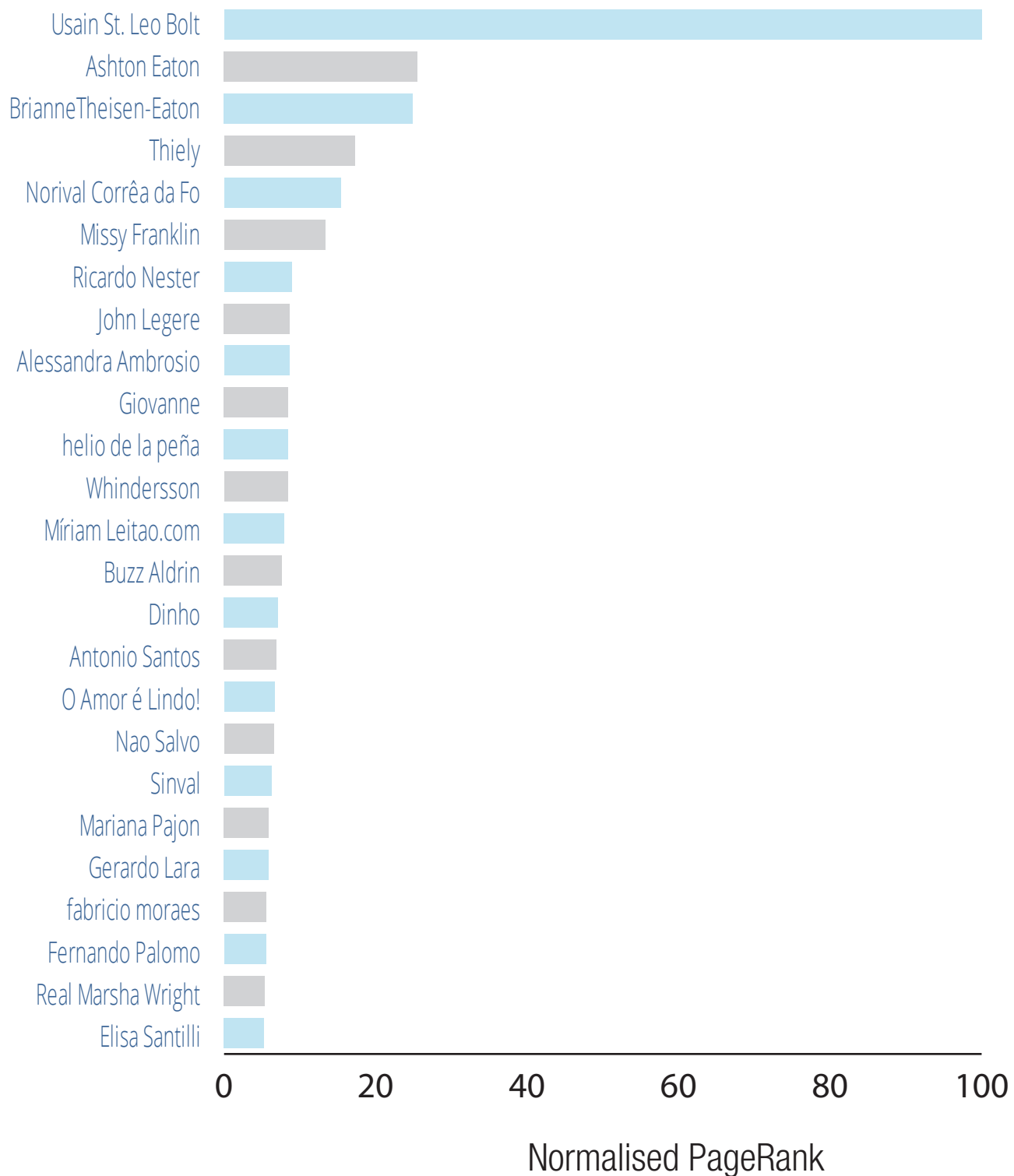
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# Individuals **Top 100**

# How do they stack up?

## INDIVIDUALS - TOP 25





# INDIVIDUALS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Usain St. Leo Bolt	usainbolt	100.00
2	Ashton Eaton	AshtonJEaton	25.50
3	BrianneTheisen-Eaton	btheiseneaton	24.91
4	Thiely	somerhldr	17.24
5	Norival Corrêa da Fo	norivalncfrj	15.39
6	Missy Franklin	missyfranklin	13.33
7	Ricardo Nester	NesterTweets	8.91
8	John Legere	JohnLegere	8.65
9	Alessandra Ambrosio	AngelAlessandra	8.62
10	Giovanne	TeamRealitysBR	8.47
11	helio de la peña	lapena	8.45
12	Whindersson	whindersson	8.42
13	Miriam Leitao.com	MiriamLeitaoCom	7.92
14	Buzz Aldrin	TheRealBuzz	7.64
15	Dinho	dinhoaugustto	7.11
16	Antonio Santos	akwyz	6.89
17	O Amor é Lindo!	grokiw	6.65
18	Nao Salvo	naosalvo	6.54
19	Sinval	BrazAlmeida	6.25
20	Mariana Pajon	marianapajon	5.92
21	Gerardo Lara	GLaraLopez	5.90
22	fabricao moraes	fabriciomoraes9	5.60
23	Fernando Palomo	Palomo_ESPN	5.52
24	Real Marsha Wright	marshawright	5.39
25	Elisa Santilli	esantilli	5.27
26	Raphael Costa	raphaelscostarj	5.05
27	Víctor Hugo Morales	VHMok	5.02
28	Edicarlo	EdicarloDos	4.38
29	Christian Blanco	Chris_BlancoS	4.23
30	Viviane Araujo	Araujoviviane	4.11
31	Carlos Montero	monterocnn	4.07
32	Marcio Oliveira	oliveiraMarcio	4.06
33	Gonzaga	10gonzaga	3.96
34	Gui	Aguinaldinho	3.92
35	Ruhani Rabin	ruhanirabin	3.88
36	Evan Kirstel	evankirstel	3.88
37	Loren Ridinger	lorenridinger	3.75
38	Francisco Pinheiro	innoFPinheiro	3.70
39	Bebeto	beбето7	3.60
40	Rosinha	Rossinnhaa	3.53
41	Greg Wyshynski	wyshynski	3.39
42	Dean Anthony Gratton	grattonboy	3.32
43	Debra Ruh	debruaruh	3.32
44	Leonardo Balmant	Leo_Balmant	3.31
45	Lucas	pqpvozes	3.29
46	Christopher Danvers	kingofpayments	3.27
47	Lisa Pattenden	London_Lady	3.22
48	Jorge Hernán Peláez	jhpelaez	3.19
49	Ursula Morgenstern	u_morgen	3.14
50	Kelly GB	GKellyGBernardo	3.08

# INDIVIDUALS 51-100

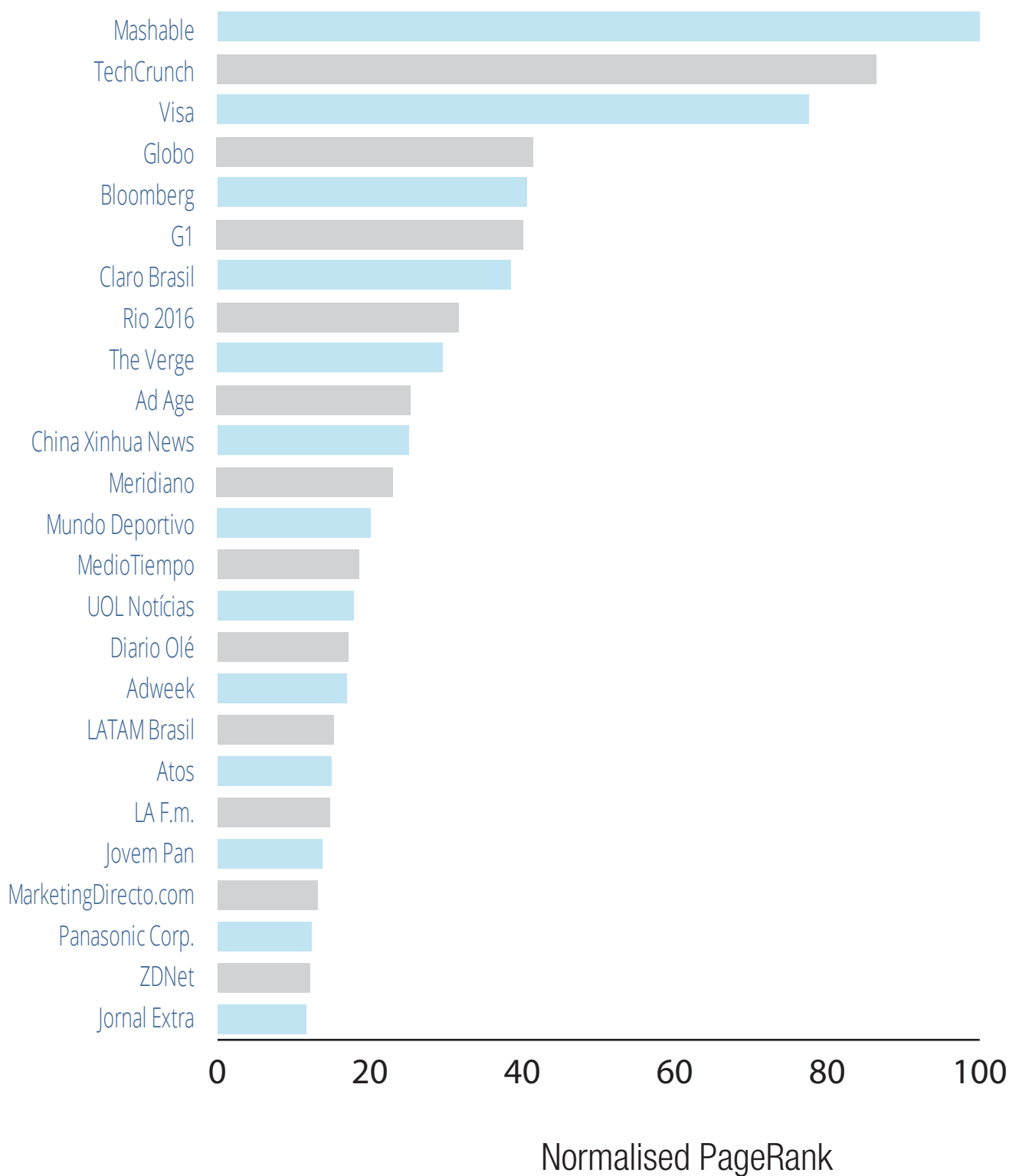
Rank	Name	Twitter Handle	Influencer Score
51	Lucianopotter	Lucianopotter	3.05
52	Leo Naves	LeoNavesOficial	2.99
53	Angela Ruggiero	AngelaRuggiero	2.98
54	Gabriel	GabrielCEC01	2.92
55	Sarah-pearl Bokobza	SarahPearl_B	2.91
56	SCH Consulting	StephenHoltzman	2.87
57	Larissa	La_nog25	2.84
58	Anita Arvani	anitarvani	2.81
59	Mauricio Stycer	mauriciostycer	2.80
60	celsodossi	celsodossi	2.80
61	André Trigueiro	andretrig	2.70
62	PAULX BROW	PaulXbrow2	2.70
63	Chico Barney	chicobarney	2.62
64	Cameron McEvoy	CameronMcEvoy	2.61
65	Kelly	OriginalOffers	2.60
66	Meryl Davis	Meryl_Davis	2.58
67	Cuba Sin Fronteras	CubaSinFrontera	2.58
68	Lawrence Dallaglio	dallaglio8	2.50
69	Ricardo S	RickSouza	2.49
70	Jaqueline Carvalho	jaquelinevolei	2.49
71	Maria Victoria Alves	MaryVicky2005	2.48
72	NIKOLA KARABATIC	NKARABATIC	2.44
73	Mariana Belém	MarianaBelem	2.44
74	Sébastien Mugnier	smugnier	2.40
75	Leo Burnett	LeoBurnett	2.38
76	Paola Longoria Lopez	paolongoria	2.32
77	Rob Harris	RobHarris	2.29
78	Ina Fried	inafried	2.25
79	Alejandra Benitez R	BenitezVEN	2.19
80	Charlie White	CharlieaWhite	2.18
81	Marc R Gagné MAPP	OttLegalRebels	2.13
82	Bruce Bowen	Bowen12	2.12
83	Barry Glendenning	bglendenning	2.10
84	Juan Pablo Sorin	jpsorin6	2.08
85	Loira Reaça	Uma_Brasileira	2.08
86	The Associated Press	AssociatedPress	2.06
87	Gloria Law	Law1Gloria	2.06
88	sportingintelligence	sportingintel	2.04
89	Jawn Murray	JawnMurray	2.04
90	José Ilan	joseilan	1.86
91	Paulo Del Picchia	ppicchia	1.85
92	Simon Romero	viaSimonRomero	1.82
93	Vitor Santos	jornalistavitor	1.77
94	Loïc Baudry	LoicBaudry	1.71
95	ANGELA Mª DA SILVA	sylmargel	1.65
96	flaviofachel	flaviofachel	1.60
97	James Smith	Goutho1	1.58
98	Oscar A Jofre Jr.	oscarjofre	1.53
99	Mark Hillary	markhillary	1.51
100	Thalita Lippi	thalitalippi	1.46



# Brands **Top 100**

# How do they stack up?

## BRANDS - TOP 25



# BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Mashable	mashable	100.00
2	TechCrunch	TechCrunch	86.54
3	Visa	Visa	77.60
4	Globo	RedeGlobo	41.55
5	Bloomberg	business	40.56
6	G1	g1	40.24
7	Claro Brasil	ClaroBrasil	38.42
8	Rio 2016	Rio2016	31.76
9	The Verge	verge	29.56
10	Ad Age	adage	25.49
11	China Xinhua News	XHNews	25.06
12	Meridiano	MeridianoTV	23.12
13	Mundo Deportivo	mundodeportivo	20.11
14	MedioTiempo	mediotiempo	18.51
15	UOL Notícias	UOLNoticias	17.84
16	Diario Olé	DiarioOle	17.18
17	Adweek	Adweek	16.98
18	LATAM Brasil	LATAM_BRA	15.20
19	Atos	Atos	14.93
20	LA F.m.	lafm	14.77
21	Jovem Pan	radiojovempan	13.71
22	MarketingDirecto.com	mkdirecto	13.14
23	Panasonic Corp.	panasonic	12.28
24	ZDNet	ZDNet	12.11
25	Jornal Extra	jornalextra	11.64
26	Citizen TV Kenya	citizentvkenya	11.16
27	Campaign: Brands	MarketingUK	11.12
28	Claro Sports	ClaroSports	10.80
29	Mashable Business	mashbusiness	10.13
30	UOL Esporte	UOLEsporte	10.04
31	EY	EYnews	9.91
32	GE Healthcare	GEHealthcare	9.68
33	Panasonic USA	PanasonicUSA	9.29
34	The Drum	TheDrum	9.16
35	Claro Perú	ClaroPeru	8.71
36	Marketing Week Mag	MarketingWeekEd	8.61
37	WITNESS	witnessorg	8.07
38	Strategies	strategies1	8.00
39	GE Aviation	GEAviation	7.85
40	Portal Brasil	portalbrasil	7.78
41	StartUpNews	StartUpRealTime	7.63
42	Campaign	Campaignmag	7.19
43	Ohio Digital	Ohio_Digital	6.95
44	Brasil 2016	Brasil2016	6.86
45	Creativity Editors	creativitymag	6.83
46	OMEGA Watches	omegawatches	6.70
47	Reforma Moda!	modareforma	5.94
48	MSN Brasil	portalMSN	5.73
49	Down Goes Brown	DownGoesBrown	5.71
50	Uno TV	UnoNoticias	5.46

# BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	VisaNews	VisaNews	5.41
52	Booooooom	Booooooom	5.29
53	Blue Planet Society	Seasaver	5.21
54	Nexus Informática	nexusgrado	5.15
55	FC Barcelona FI	FCBarcelonaFI	4.99
56	Bridgestone	Bridgestone	4.96
57	Thrillist	Thrillist	4.86
58	SimplisticPro	simplisticpro	4.84
59	Runner's World	runners_es	4.77
60	BitcoinAgile	bitcoinagile	4.75
61	Ministério da Defesa	DefesaGovBr	4.75
62	ForbesLife	ForbesLife	4.55
63	Agence France-Presse	AFPespanol	4.50
64	The_News_DIVA	The_News_DIVA	4.47
65	Marketing Esportivo	mkt_esportivo	4.45
66	Olympics_Rio	OlympicRio016	4.26
67	Portal O Tempo	otempo	4.24
68	Sphera Sports	SpheraSports	4.19
69	SEM SEO PPC RTB	_SEM	4.15
70	Emarketing.fr	Emarketing_fr	4.13
71	Business News	BusinessNewzzz	4.12
72	Love of Sports	shockfruit	4.09
73	FM Fútbol Mundial	fmfutbolmundial	3.98
74	Perseus	MindGame_by_v2k	3.97
75	SportTechie	SportTechie	3.93
76	PRWeek UK	prweekuknews	3.88
77	World News Report	robinsnewswire	3.88
78	Event magazine	Eventmagazine	3.83
79	VICE Sports	VICESports	3.78
80	Arsenal News	ArsenalNewsUK	3.70
81	ConciergeQ	ConciergeQ	3.70
82	Publicis Groupe	PublicisGroupe	3.69
83	Primal	Primal	3.64
84	Marco Gomes	marcogomes	3.60
85	Dow	DowChemical	3.58
86	Unify	UnifyCo	3.37
87	I Love My Gear	ilovemygear	3.26
88	Around the Rings	AroundTheRings	3.20
89	Web's Eye View	ExploreWeb2dot0	3.00
90	Stuff.tv	StuffTV	2.98
91	Clio Awards	ClioAwards	2.98
92	Sylvayrttonn	airton_silva91	2.97
93	Cork Now	CorkNowMagazine	2.94
94	CRM_CWS_Cloud	CRM_CWS_Cloud	2.89
95	Super TechStuff	SuperTechStuff	2.81
96	Plus10	plus10io	2.78
97	Ohh Social Media	OhhSocialMedia	2.73
98	Botafogo News	BotafogoNews	2.72
99	Cork Digital Hub	CorkDigital	2.72
100	ROCify	ROCify	2.67



Check out all of our influencer lists on the Analytica Blog

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