



NIKE Twitter Campaign



Tweet



Colin Kaepernick @Kaepernick7 · Sep 3, 2018



Believe in something, even if it means sacrificing everything. [#JustDolt](#)



39.6K

362.1K

857.8K



Team Members: Shikha Binani; Steven Wang; Ava Zhang



Nike Mission, Brand Goals & Strategy

Mission Statement:

Bring inspiration and innovation to every athlete in the world.

*If you have a body, you are an athlete.

Brand Goal:

Build a strong emotional bond with a wide spectrum of consumers

Strategy:

- Go beyond the product: storytelling
- Partnerships with high profile celebrities
- Quality over quantity: purpose led advertising

Success Metrics:

- Drive traffic
- Engage in conversations



Context

- Colin Kaepernick, an American football player and civil rights activist was selected as the face of Nike's new global advertising campaign in Sep, 2018
- As a player for the San Francisco 49ers, he **refused to stand during the national anthem** as a protest against police killings of African Americans
- Gino Fisanotti, Nike's vice-president of brand said: "We believe Colin is one of the most inspirational athletes of this generation...We wanted to energise its meaning and introduce 'Just Do It' to a new generation of athletes."



Project Scope & Objective

- Sentiment of the audience - positive or negative or neutral
- Effectiveness of Nike's twitter campaign
- Factors contributing to retweets (engagement metric)
- Target audience



Dataset Description

- Comprised 5000+ tweets ; 72 columns
- Twitter campaign was launched on September 7, 2018, some days after Nike announced the endorsement

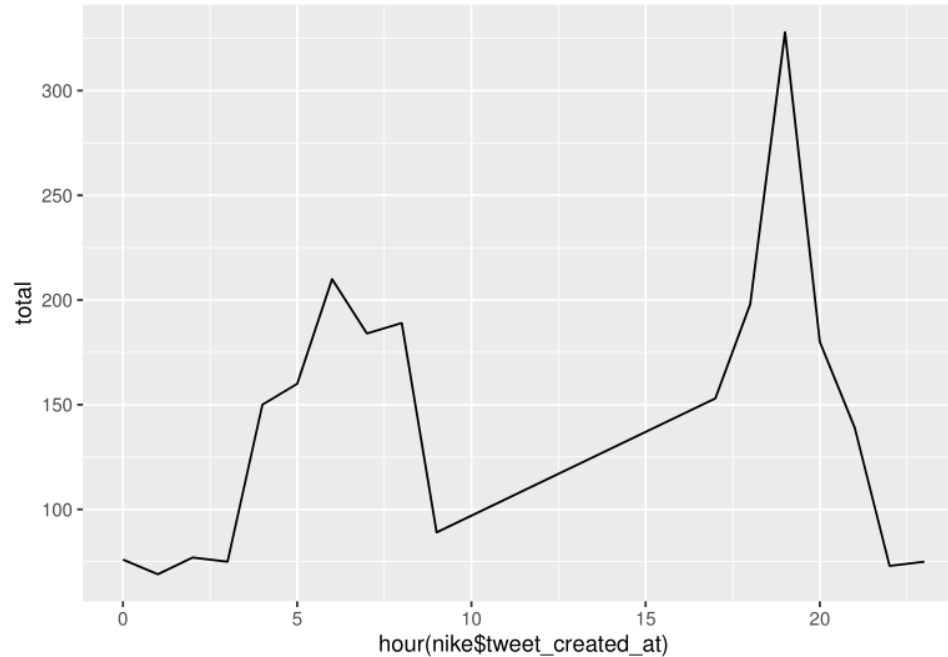
Dependant Variable: Retweets count

Independent Variables:

- | | | |
|-------------------------|-------------------------|-----------------------|
| • tweet_entities | • user_followers_count | • user_lang |
| • tweet_sentiment | • user_friends_count | • user_listed_count |
| • tweet_favorite | • User_favourites_count | • user_statuses_count |
| • tweet_is_quote_status | • user_verified | |



Collected Tweets by Hour





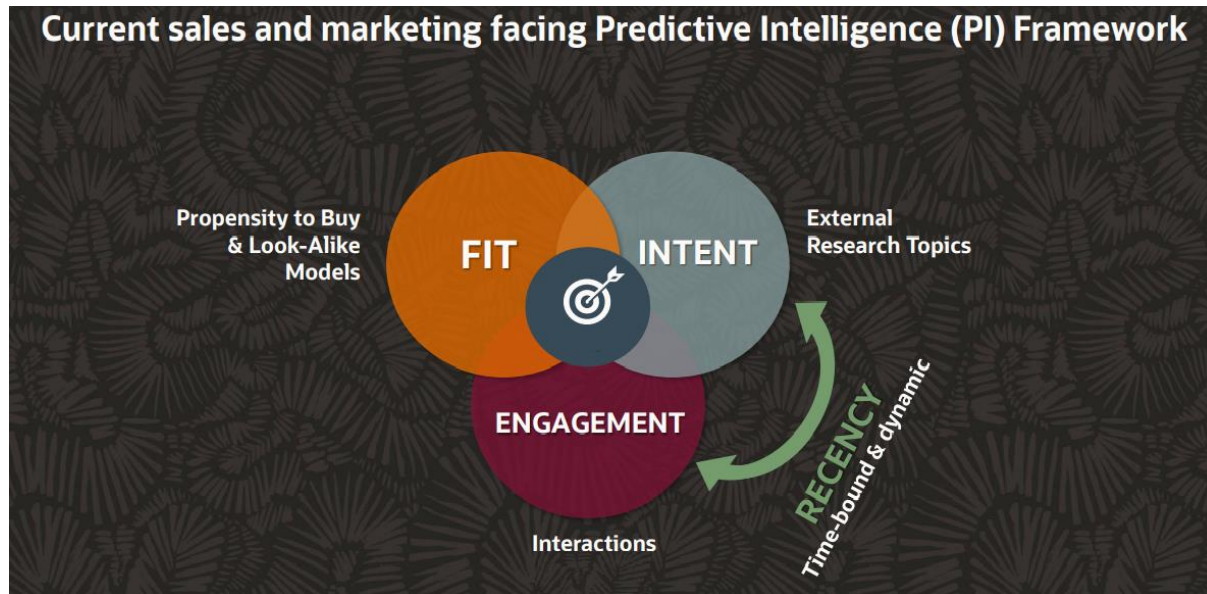
Top 10 Tweets

user_screen_name	tweet_full_text	tweet_retweet_count
HamillHimself	When I see a video like this I have to keep repeating ""they belong in the wild, they belong in the wild."" resist the urge to get one as a pet & instead make a donation to the great work of #DrJaneGoodall. 5Y□' #JustDolt at https://t.co/NKndhJu9np https://t.co/3vDHe4hqYh	748
larryelder	â€œNike Investors Not Happy About The Colin Kaepernick Adâ€¢ #JustDolt https://t.co/OlYWQtpGk7	493
gbmnc	#NFLkickoff2018 #TheResistance #ImWithKaep #TakeAKnee #JustDolt @NFL & @nflcommish Let members of the @NFLPA exercise their 1st Amendment RIGHT w/o fines or being blacklisted @realDonaldTrump As a Marine #Vet I didnt serve for a flag & a song, but for OUR RIGHTS #VetsAgainstTrump https://t.co/aEpRU16aX2	306
TheSWPrincess	@1Jedi_Rey @NatCookResists @ListenToEzra @gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @Havok_2018 @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames @MatthewWolfff @JynErso_2017 @DeadpoolResists @debbiesideris @TrinityResists @Sabine	226
ListenToEzra	@gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @TheSWPrincess @1Jedi_Rey @Havok_2018 @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames In silence we kneel as the anthem plays drawing attention to injustice by some that wear Blue, we	210
chfortrump	ðŸŽ“ #BREAKING The College of the Ozarks, a private Christian school in Missouri, has announced plans to strip all student-athletes of â€¢ #BoycottNike https://t.co/7IE6ZcCMnz	200
LunaLuvgood2017	@TrisResists @TheSWPrincess @1Jedi_Rey @NatCookResists @ListenToEzra @gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @Havok_2018 @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames @MatthewWolfff @JynErso_2017 @DeadpoolResists @debbiesid	149
NatCookResists	@ListenToEzra @gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @TheSWPrincess @1Jedi_Rey @Havok_2018 @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames @MatthewWolfff @JynErso_2017 @DeadpoolResists @debbiesideris We #TakeAKnee for my bro	145
1Jedi_Rey	@NatCookResists @ListenToEzra @gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @TheSWPrincess @Havok_2018 @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames @MatthewWolfff @JynErso_2017 @DeadpoolResists @debbiesideris @TrinityResists @Sa	144
Havok_2018	@TheSWPrincess @1Jedi_Rey @NatCookResists @ListenToEzra @gbmnc @NFL @nflcommish @NFLPA @realDonaldTrump @MalcolmJenkins @Kaepernick7 @KSTILLS @mosesbread72 @Nike @KingJames @MatthewWolfff @JynErso_2017 @DeadpoolResists @debbiesideris @TrinityResists @Sab	137



Strategy

Since our main channel is Twitter, how do we find our target segment?





Decision Variables & Fit

Goal: Maximize likelihood of retweeting

Dependent Variable: Retweets - Adjusted to be Binary 1 if tweet was retweeted, 0 if not.

Independent variables of interest: Friend Count, Followers, Activity, Public Figure Status, **Sentiment Score**

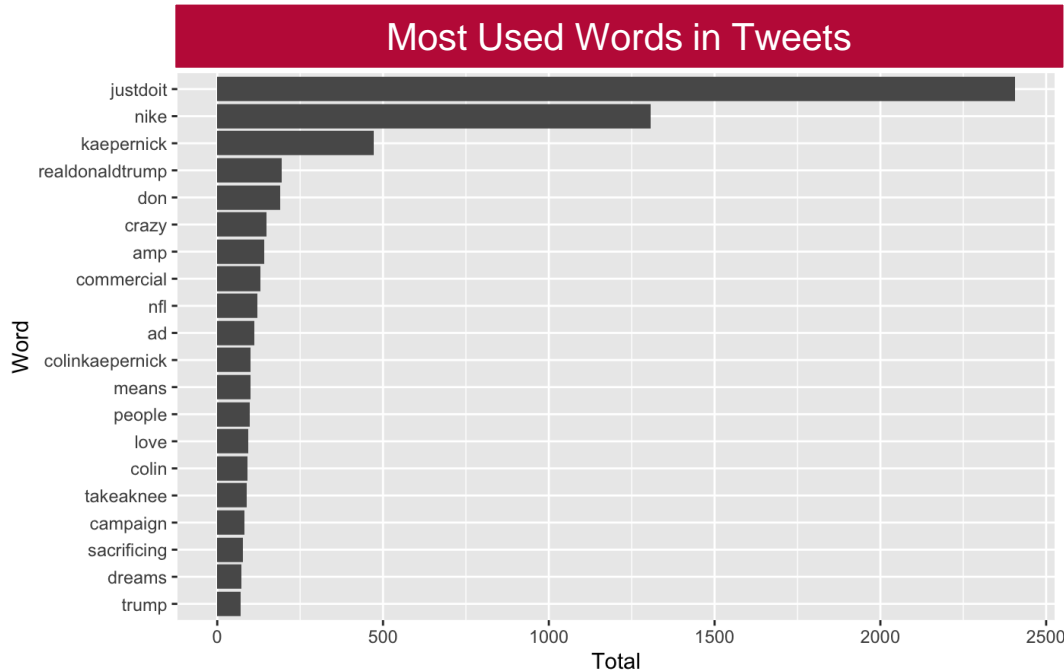
Models:

Clustering

Logistic Regression



Sentiment Analysis



Sentiment Counts

category

Negative

604

Neutral

559

Positive

1262



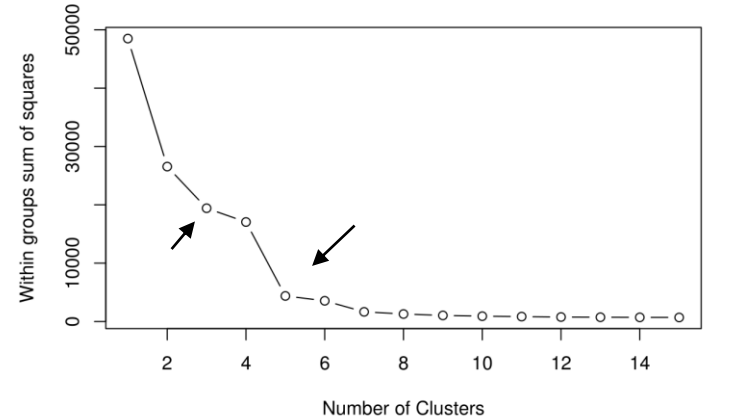
Cluster Analysis

K-Means with 3 Groups

Tag: Silent Positive Positive KOL Negative

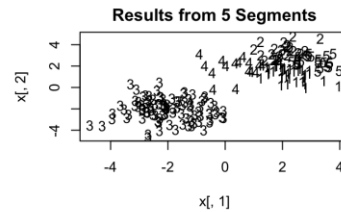
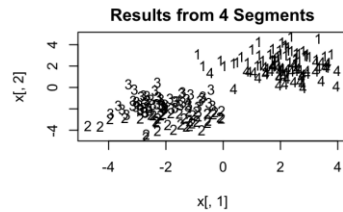
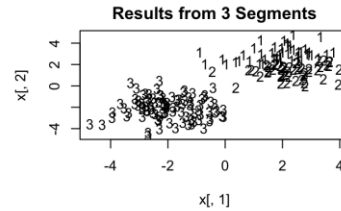
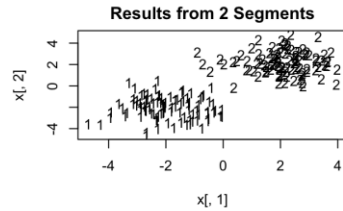
	[,1]	[,2]	[,3]
seg	1.000000000	2.000000000	3.000000000
tweet_retweet_count_n	-0.079058197	1.103677845	0.033308031
sentiment_n	0.028091480	0.113444633	-0.043992467
user_default_profile_n	-0.103150679	-0.382322830	0.159360659
user_default_profile_image_n	-0.035187142	-0.035187142	0.048304854
user_profile_use_background_image_n	0.029290130	0.002058254	-0.038477476
user_has_extended_profile_n	0.143651151	0.031711077	-0.190084599
user_geo_enabled_n	0.864181732	0.335646877	-1.152732098
user_is_translation_enabled_n	-0.005395165	0.210721448	-0.006338712
user_translator_type_n	0.025375294	0.107498763	-0.040058281
user_favourites_count_n	-0.082388294	-0.064039785	0.111935541
user_followers_count_n	-0.045943977	1.446345064	-0.031838932
user_friends_count_n	-0.050711006	-0.118861175	0.073950394
user_lang_n	0.034408822	0.046640603	-0.048014328
user_listed_count_n	-0.042942545	1.955596972	-0.068157220
user_statuses_count_n	-0.042876838	-0.020776907	0.057455683
user_verified_n	-0.165924728	6.024343953	-0.165924728
tweet_favorite_count_n	-0.053910133	1.240061069	-0.008289835
tweet_is_quote_status_n	-0.030895526	0.055977543	0.036888135
[1] 8			
N=	1338	65	1022

How to Choose K





Delete Slide





Binary Logit Model & Propensity Scores

```
BasicBin = glm(retweets~ tweet_favorite_count+ tweet_is_quote_status+ user_default_profile+ user_default_profile_image+ user_favourites_count+
user_follow_request_sent+ user_followers_count+ user_friends_count+ user_geo_enabled+ user_has_extended_profile+ user_is_translation_enabled+
user_lang+ user_listed_count+ user_profile_use_background_image+ user_statuses_count+ user_translator_type+ user_verified
```

Coefficients: (1 not defined because of singularities)

```
retweets    mnfit
1:          1 0.5327731
2:          0 0.2128603
```

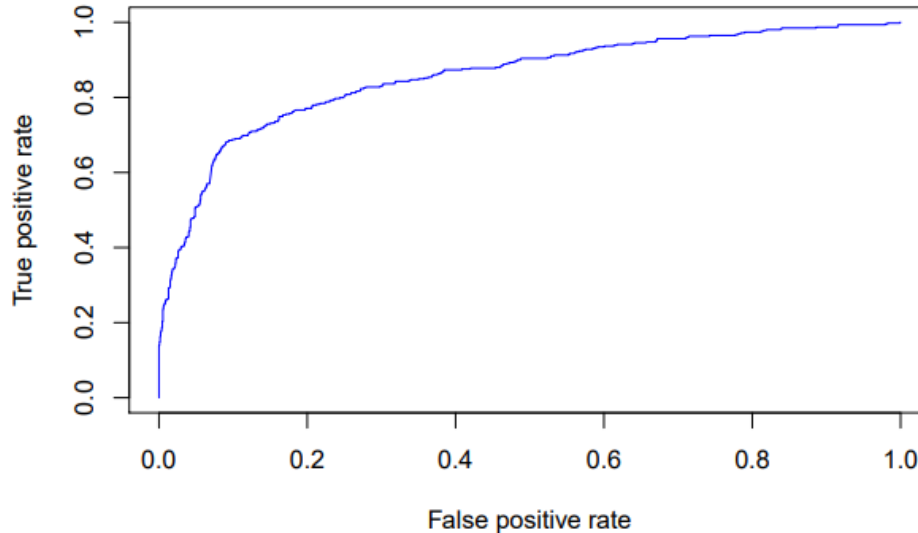
```
Null deviance: 3014.1 on 2424 degrees of freedom
Residual deviance: 2237.0 on 2408 degrees of freedom
AIC: 2271
```

	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	-1.493e+00	3.649e-01	-4.091	4.29e-05	***
tweet_favorite_count	4.217e-01	2.666e-02	15.821	< 2e-16	***
tweet_is_quote_status	6.066e-02	1.455e-01	0.417	0.676695	
user_default_profile	6.415e-01	1.237e-01	5.184	2.17e-07	***
user_default_profile_image	1.336e+01	2.580e+02	0.052	0.958696	
user_favourites_count	-7.594e-06	1.989e-06	-3.817	0.000135	***
user_follow_request_sent	NA	NA	NA	NA	
user_followers_count	2.180e-05	9.657e-06	2.258	0.023945	*
user_friends_count	-4.984e-05	1.483e-05	-3.361	0.000778	***
user_geo_enabled	-4.384e-01	1.088e-01	-4.030	5.57e-05	***
user_has_extended_profile	1.268e-01	1.092e-01	1.161	0.245683	
user_is_translation_enabled	-1.552e+00	1.091e+00	-1.422	0.154884	
user_lang	1.301e-01	3.592e-01	0.362	0.717298	
user_listed_count	-5.930e-04	5.391e-04	-1.100	0.271270	
user_profile_use_background_image	-2.787e-01	1.453e-01	-1.919	0.055047	.
user_statuses_count	4.720e-06	1.018e-06	4.639	3.50e-06	***
user_translator_type	-3.750e-01	4.817e-01	-0.778	0.436289	
user_verified	-1.948e+00	5.391e-01	-3.613	0.000303	***



Out of Sample Fit

AUC = .8558



1: Original Model with All X Variables.

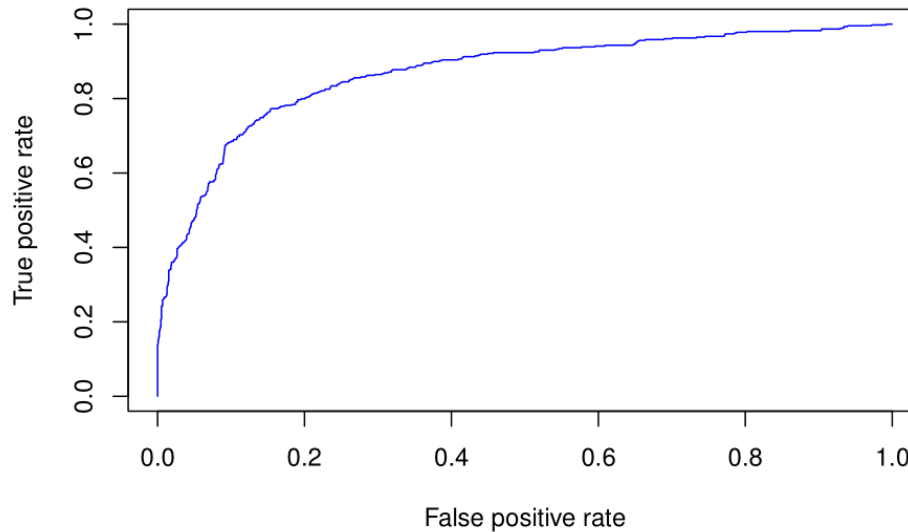
2: Model without unexplained columns

3: Model 2 and added “popular user” dummy variable.

4: Model 2 and added “Sentiment” analysis column.



AUC = .8690



1: Original Model with All X Variables.

2: Model without unexplained columns

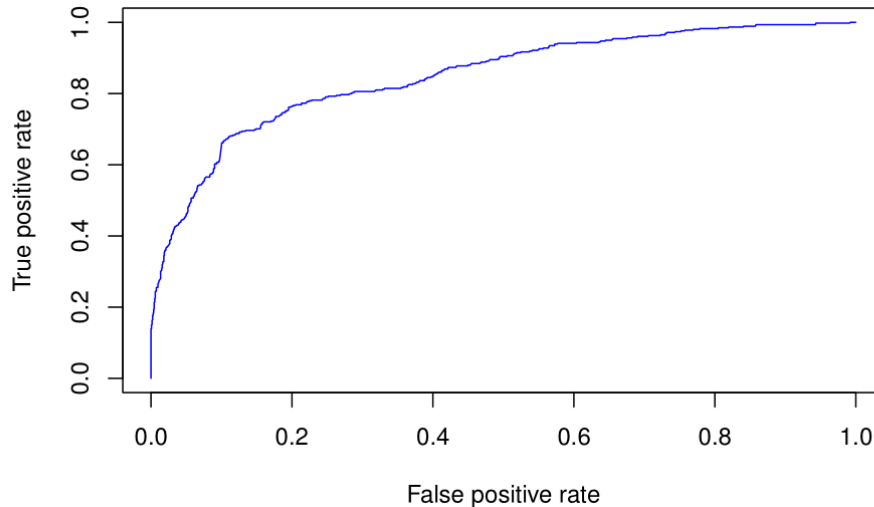
3: Model 2 and added “popular user” dummy variable.

4: Model 2 and added “Sentiment” analysis column.



```
df$popularuser= as.numeric(df$user_followers_count>1000)
```

AUC = .8483



1: Original Model with All X Variables.

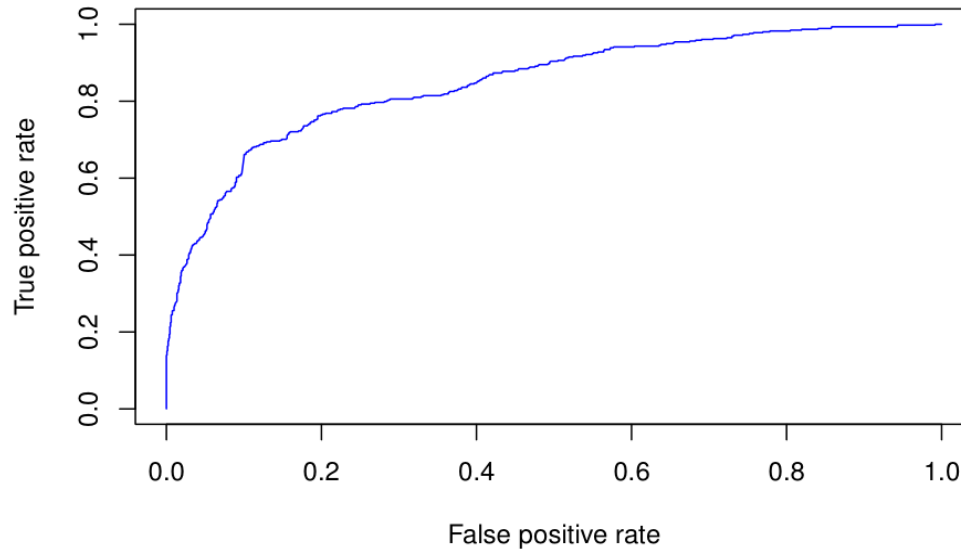
2: Model without unexplained columns

**3: Model 2 and added “popular user”
dummy variable.**

4: Model 2 and added “Sentiment” analysis
column.



AUC = .8693



1: Original Model with All X Variables.

2: Model without unexplained columns

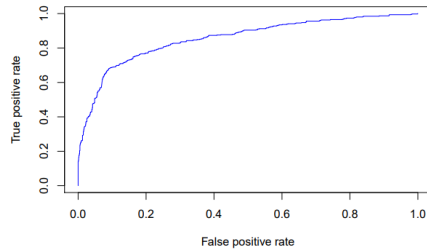
3: Model 2 and added “popular user” dummy variable.

4: Model 2 and added “Sentiment” analysis column.

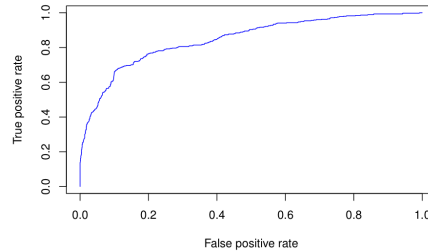


Models Summary

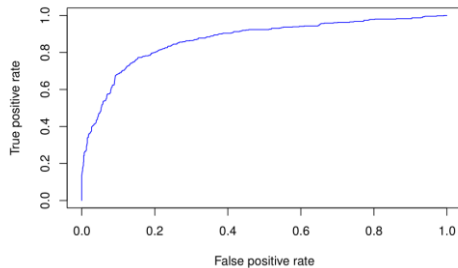
1: AUC = .8558



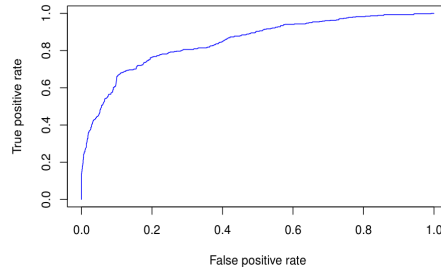
3: AUC = .8483



2: AUC = .8690



4: AUC = .8693



1: Original Model with All X Variables.

2: Model without unexplained columns

3: Model 2 and added “popular user” dummy variable.

4: Model 2 and added “Sentiment” analysis column.



Conclusion

- ❖ Maximize **social media engagement** via Twitter
- ❖ Clustering - Focus on Segment 1 & 2 for future promotions
 - Easily identified by **Strength of Profile**
- ❖ For our logistic regression model, the model 4 had the best score.
 - Included all important variables & Sentimental Analysis
- ❖ Identified the best profiles to target and find more data.



Post Campaign Impact

- Nike claimed \$163 million in earned media
- A \$6 billion brand value increase
- 31% boost in sales
- Nike stock closed at \$83.47 on Sep 3 2018, an all-time high



Thank You!