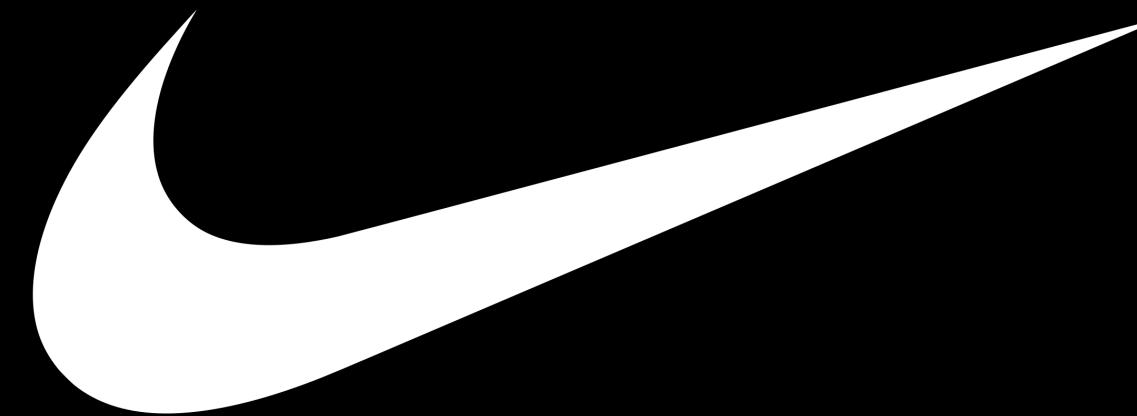


Brand Analytics



Vishal, Vivek, Yashaswini, Abhinav, Archit



What is Nike's secret sauce on Instagram?

Solution



PHASE 1

Problem Statement

PHASE 2

Data Sourcing &
Cleaning

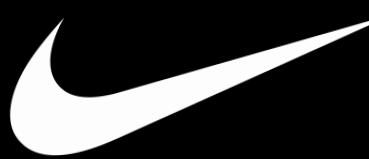
PHASE 3

Analysis & Results

PHASE 4

Insights &
Recommendation

Brand Comparison



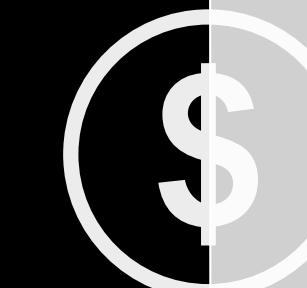
\$45B

177M

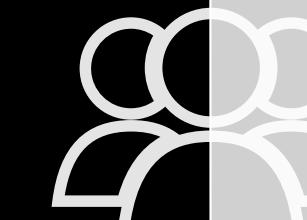
612

202k

2605



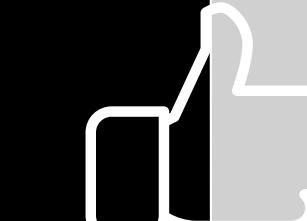
\$23B



\$26M



612



94k



870



Data Sourcing



Image



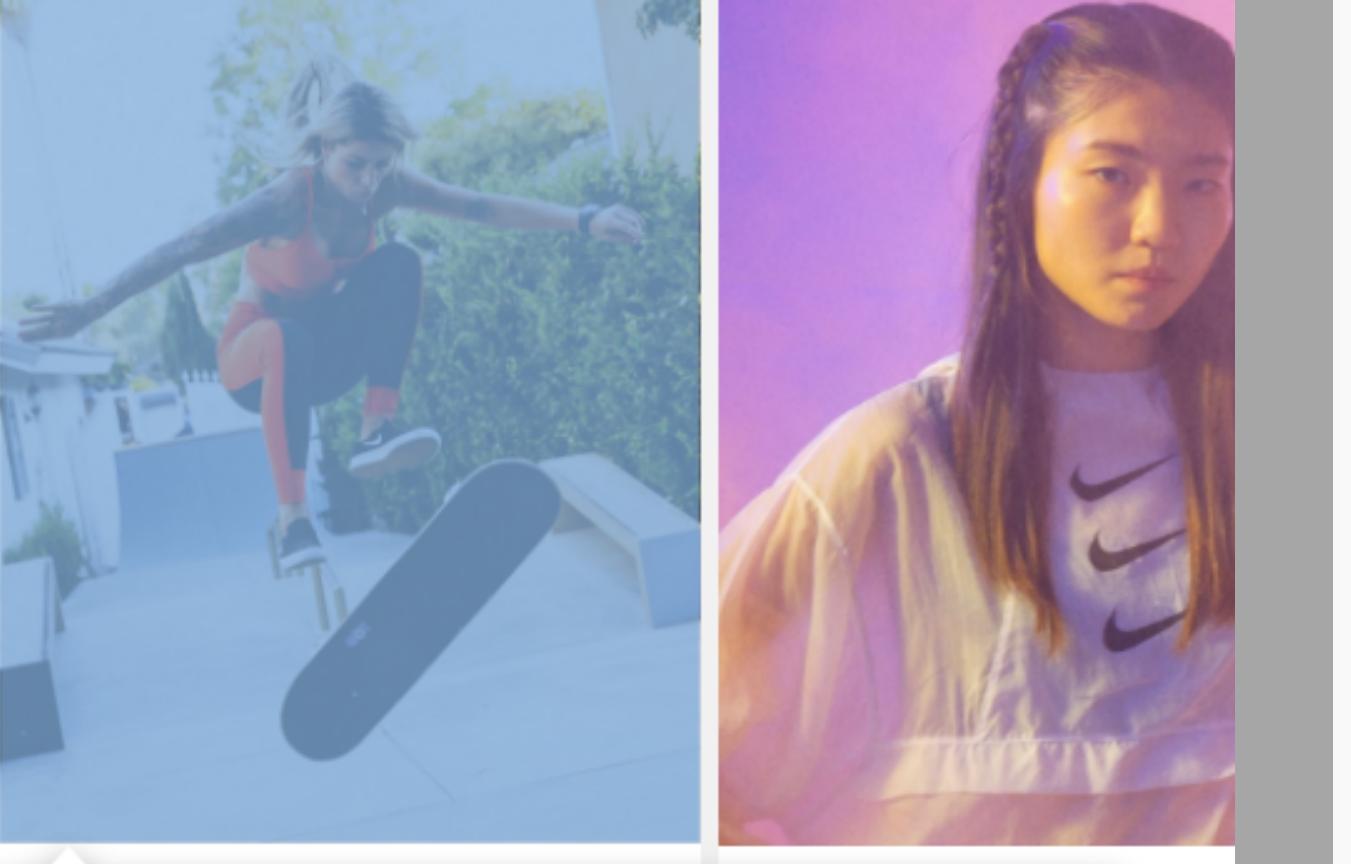
Captions



#Likes



#Comments



img.post-image 374 × 467.5

ACCESSIBILITY

Name "Latinas, never give up. Everything we do...
Role img
Keyboard-focusable

162k 844 1 day ago

Console Sources Network Performance Memory Application Security Li
position: absolute; left: 0px; top: 202.396px;">
class="box-photo" data-s="media">
class="photo">
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erything we do. We do with passion.” @leticiabufoni
oogleActiveViewElement div div div#ad_unit div#abgcp.abgcp div#abgc.abgc div#cbb.cbb

Gramhir.com
Instagram analyzer and viewer



+ spaCy

Data Preprocessing

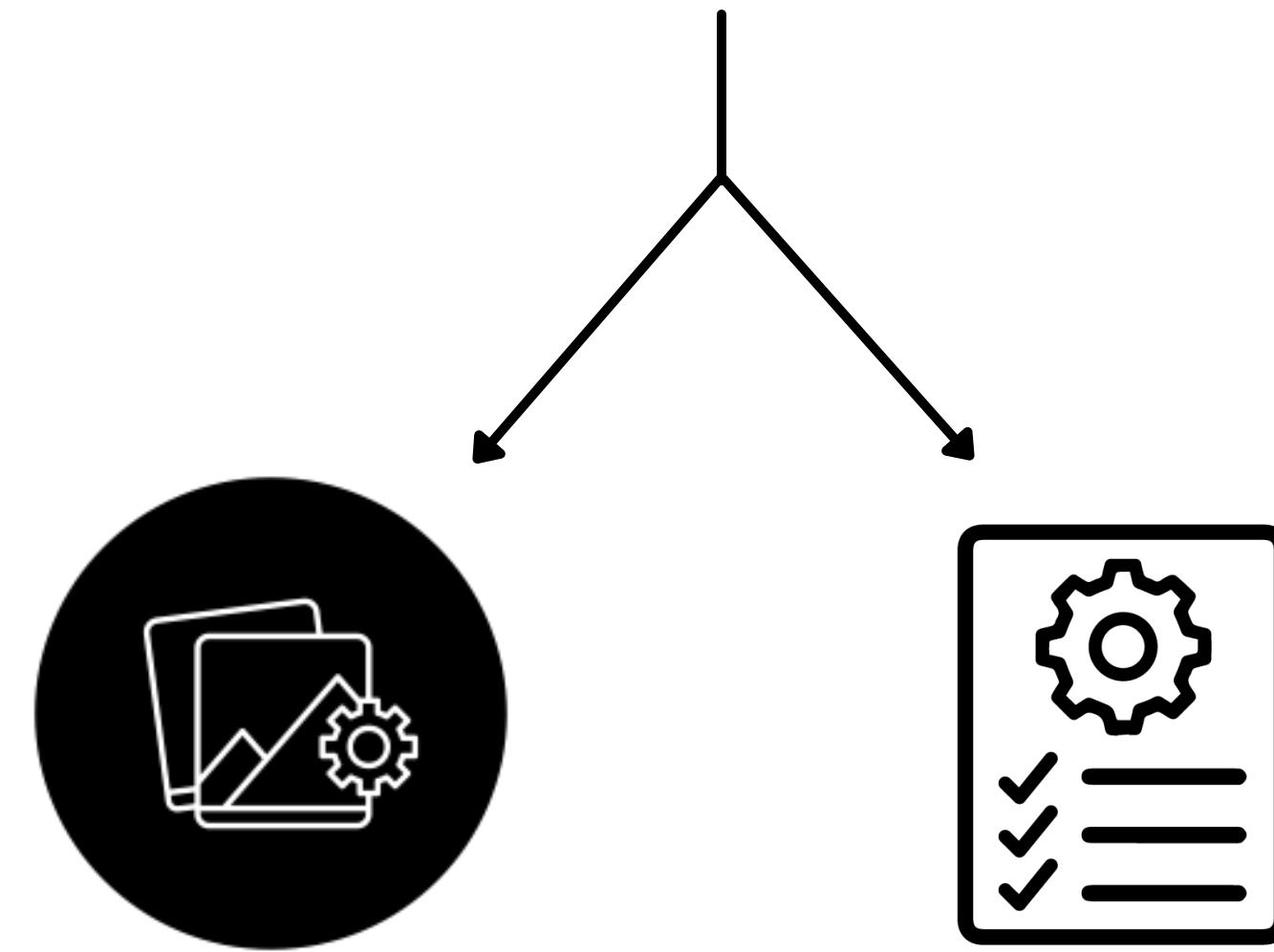
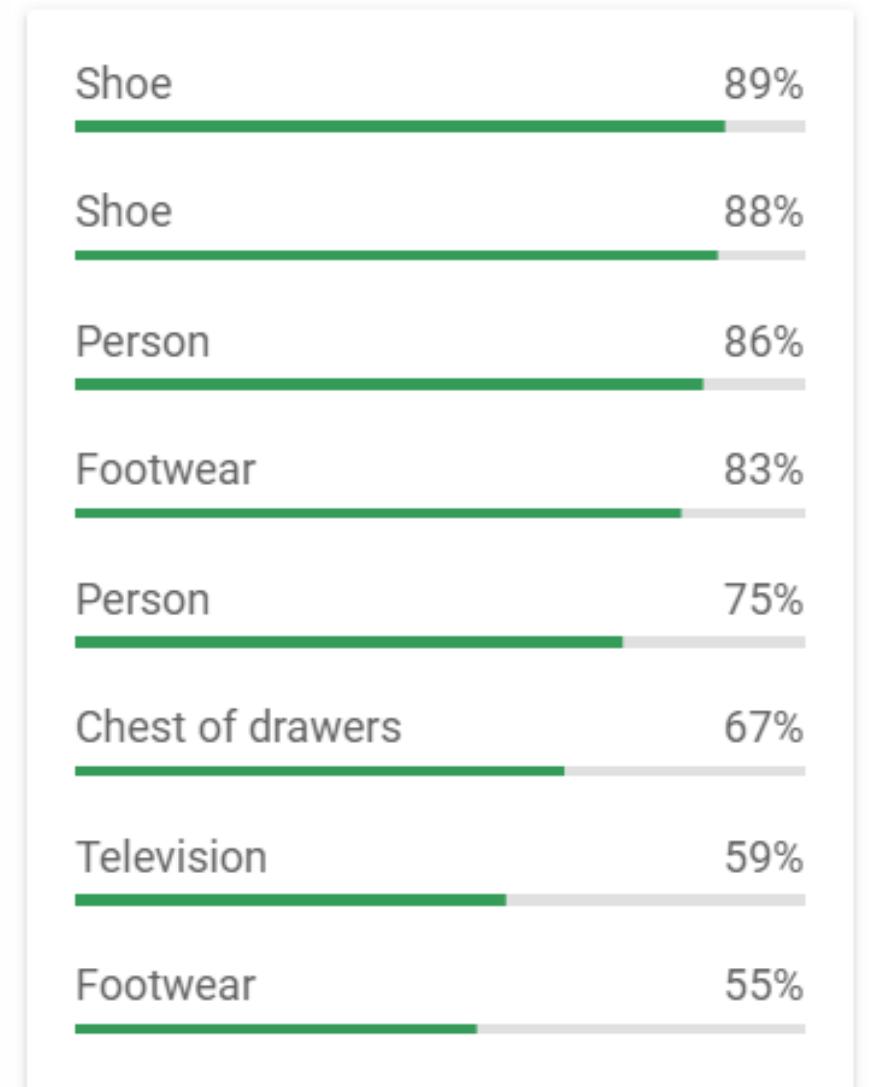
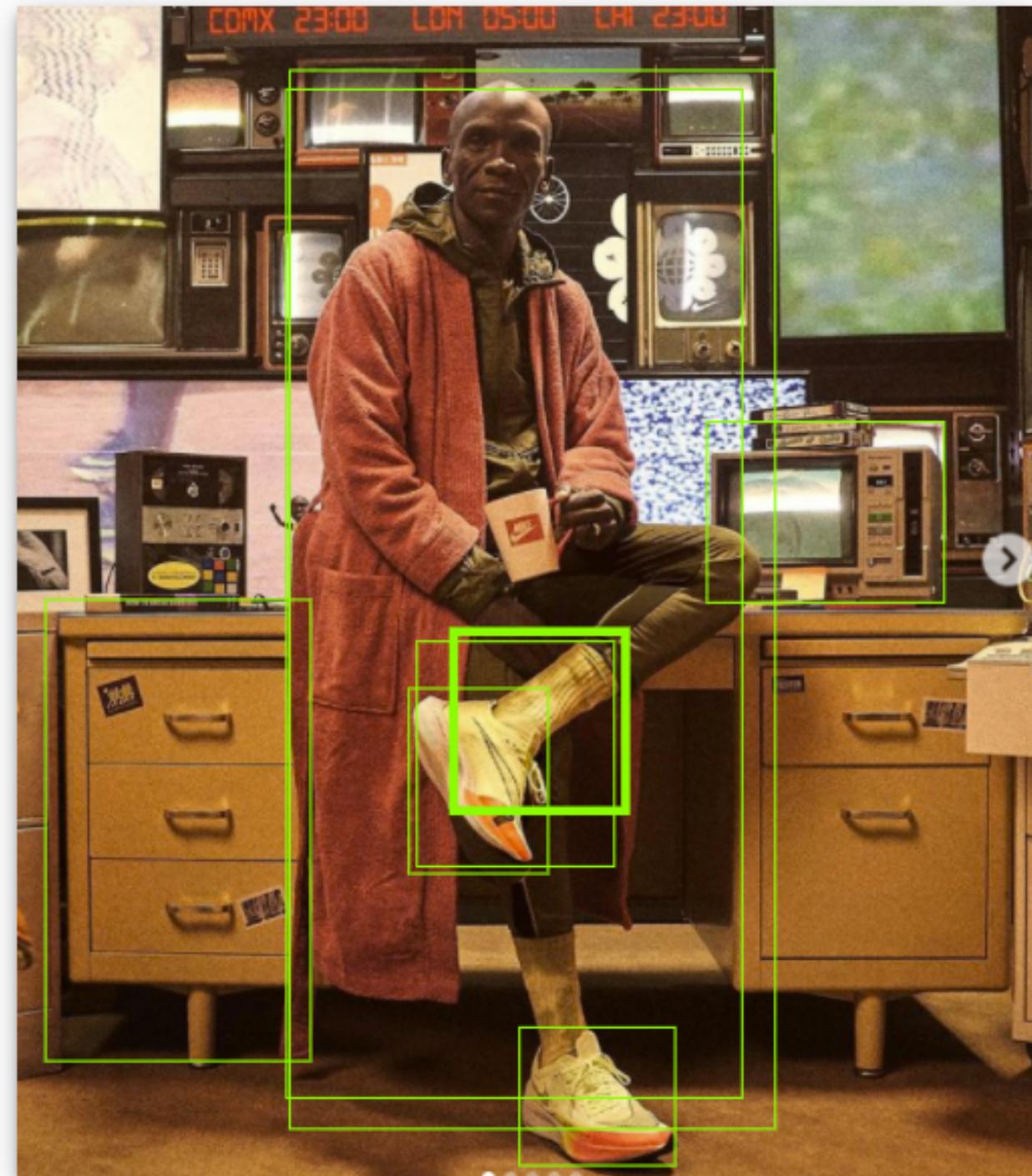
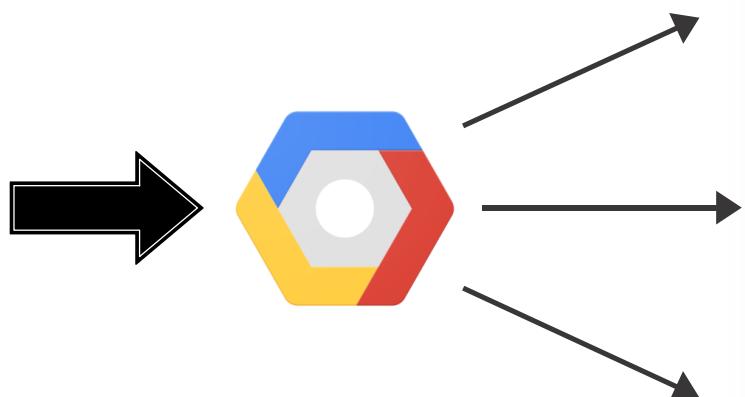
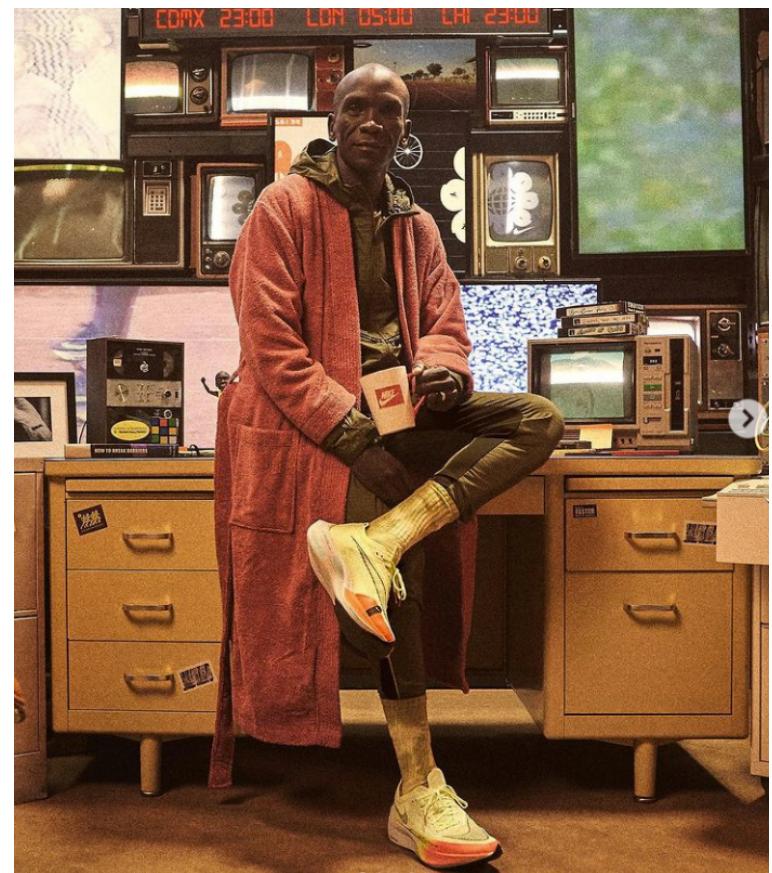


Image Processing Text Processing

Image Processing



Text Preprocessing

- Stopword removal
- Lemmatizations
- Named Entity Recognition
- Quotes identification using regex



"100% of myself is nothing compared to 1% of the team." - @kipchogeeliud If marathon world-record holding, Olympic gold medalist Eliud Kipchoge believes in something, there's probably something to it. As runners, we're all on the same team. Working toward the same goal. Not just to become better runners, but better versions of ourselves. Check @nikerunning for advice, insights and answers from elite athletes to first-time marathoners all season long.

“
quote,
”

" 100% PERCENT of myself is nothing compared to 1% PERCENT of the team." - @kipchogeeliud



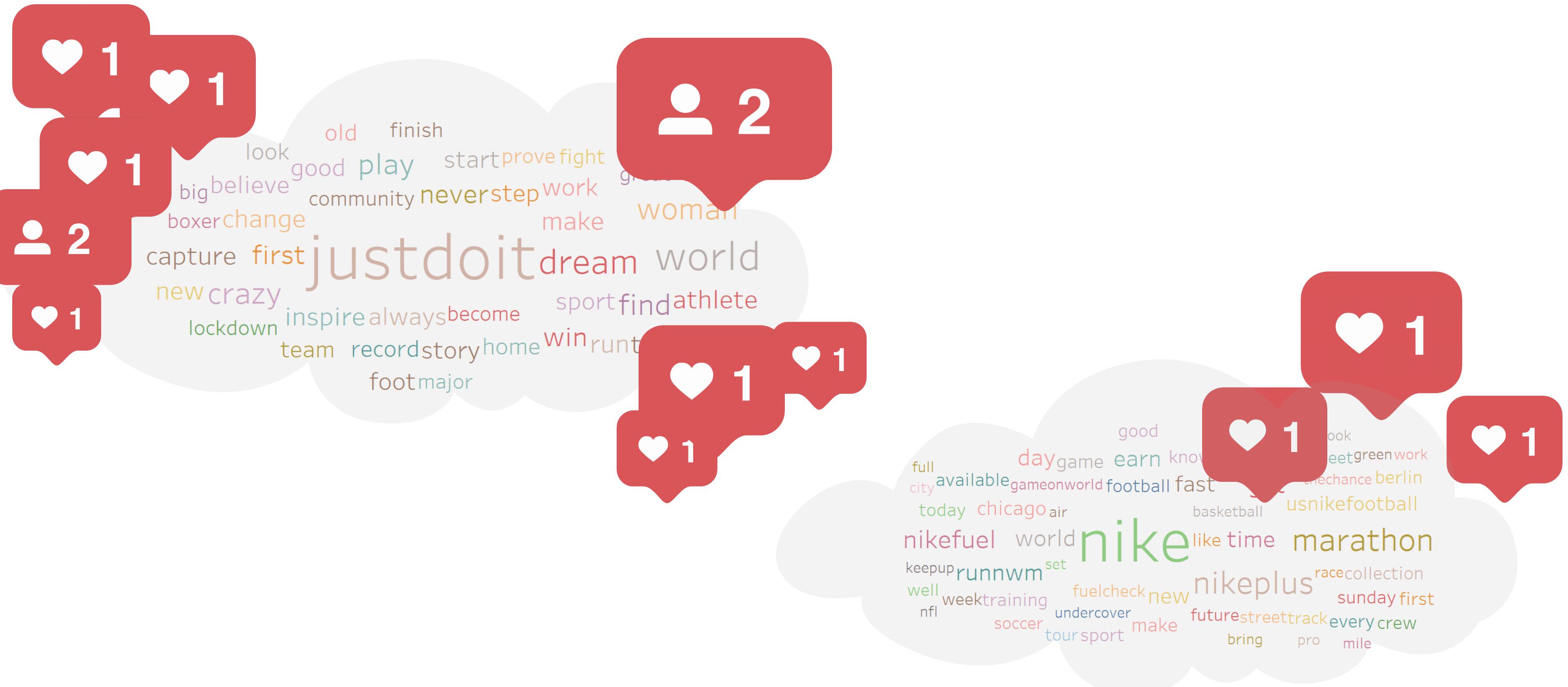
If marathon world-record holding, Olympic gold medalist Eliud Kipchoge PERSON believes in something, there's probably something to it.

As runners, we're all on the same team. Working toward the same goal. Not just to become better runners, but better versions of ourselves.

Check @nikerunning for advice, insights and answers from elite athletes to first ORDINAL -time marathoners all season long.

Analysis

Intra Brand Analysis



Inter Brand Analysis

justdoit

look
like
life
today
make
community
sport
woman
day
get
change
good
new
never
play
every
well
show
quot
know
give
inspire
time
keep
football
dream
nikeplus
move
way
tell
fast
work
become
find
start
marathon
let
world
first
nike
athlete
big
game
run
player
year
always
win
step
see

year
every
new
see
futurecraft
getavailable
play
ever
week
today
start
link
creator
collection
speedtak
future
head
story
help
football
plastic
adidas
tap
adidasoriginal
possibility
look
adida
sport
run
day
drop
first
store
shoe
quot
bio

Results

Results - Adidas



Artistic

- Art
- Gesture
- #heretocreate

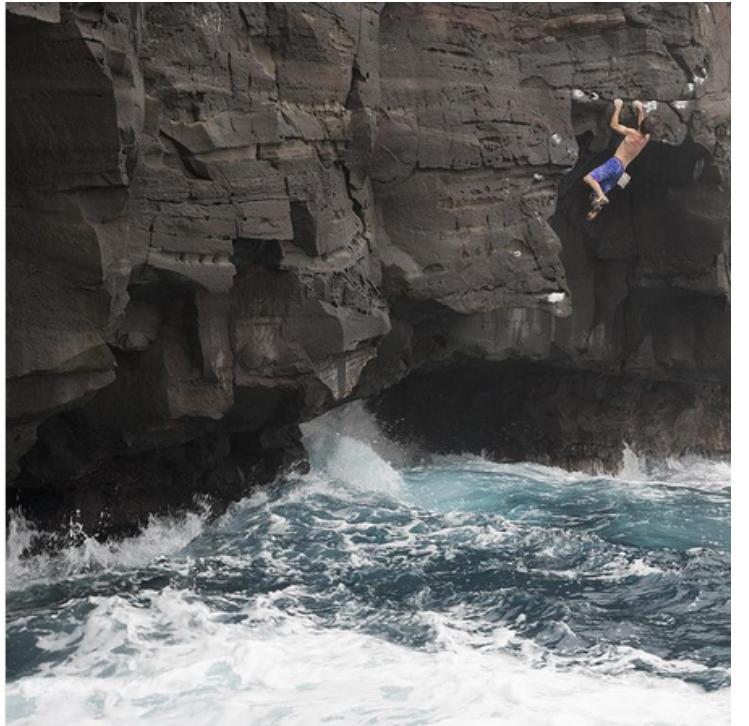


@adidas

Inspired by the world of pop art and Technicolor comic strips, the @adidasOriginals by @RitaOra Super Pack launches March 1st.

Nature / People

- People
- Nature
- Sky/Cloud



@adidas

Your dream. Your freedom. Claim it.

Fitness

- Muscle
- Body
- Arm



@adidas

Being a force at the rim in a game of giants means training a level above. Don't get too comfortable with your exercises, keep raising the bar. #NeverDone Link in bio for more Derrick Rose, his training look and favorite workouts.

Shoewear

- Footwear
- Leg
- Street

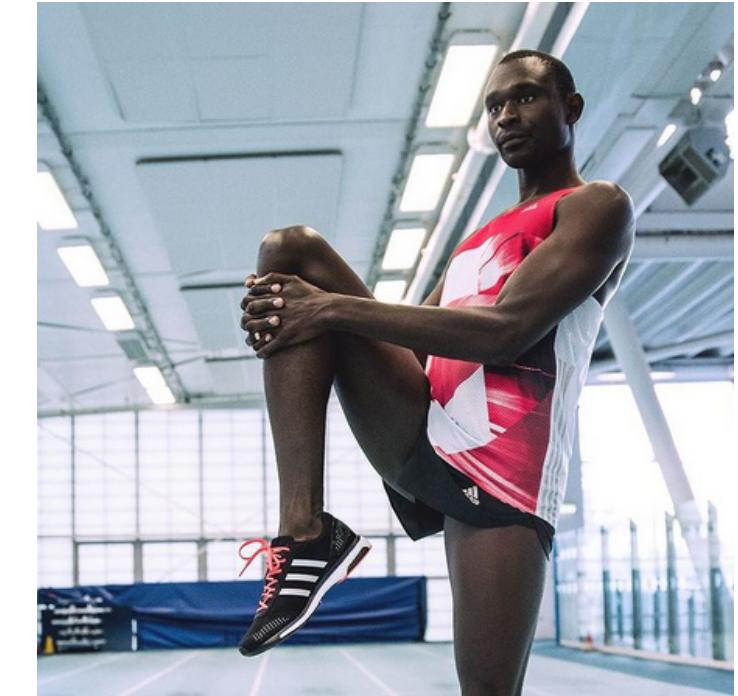


@adidas

Rise higher, run harder. No matter how you're working out, #solarboost leads with peak performance.

Accessories

- Uniform
- Game
- Shirt/Short



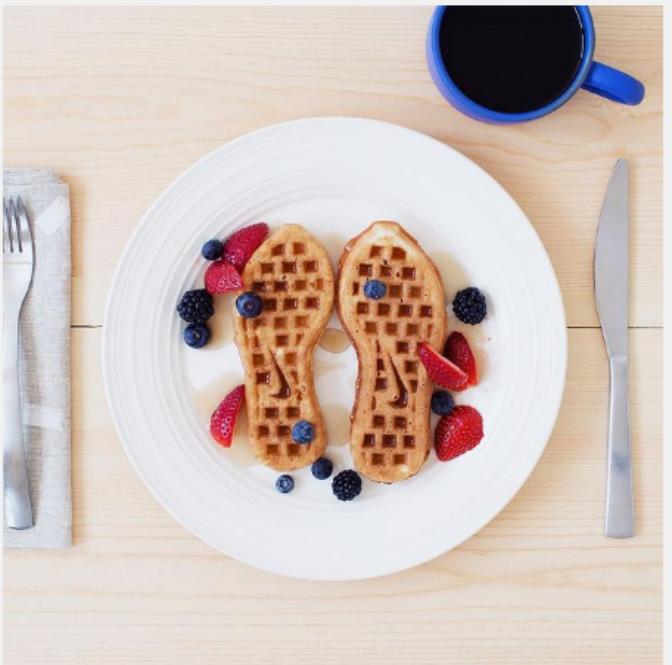
@adidas

History isn't enough. @Rudisha800m is chasing legendary status. #SpeedTakes dedication.

Results - Nike

Nike Brand

- Nike
- Footwear
- #justdoit

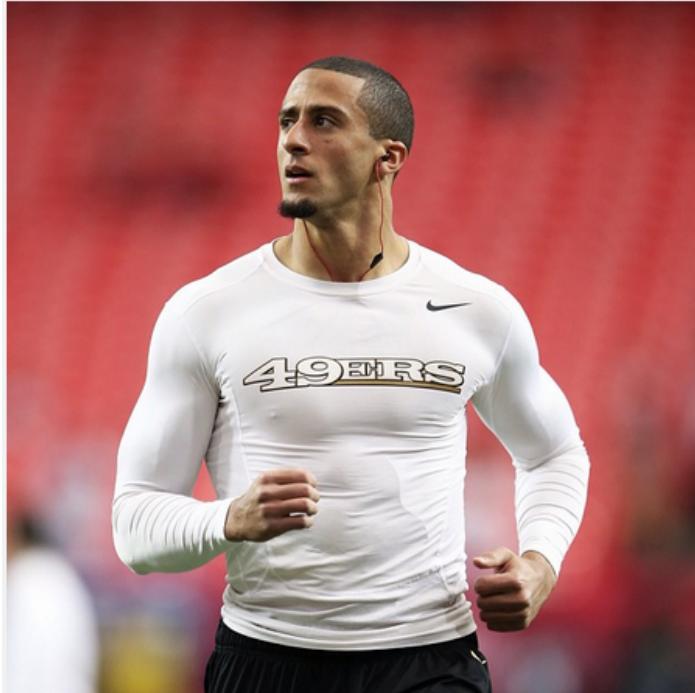


@nike

How to run your Fastest Mile: Step 1: Wake up hungry. Step 2: @nikewomen Step 3: @nikerunning Stay up to speed at nike.com/findyourfast.

Sports Photography

- Gesture
- Sport
- Flash

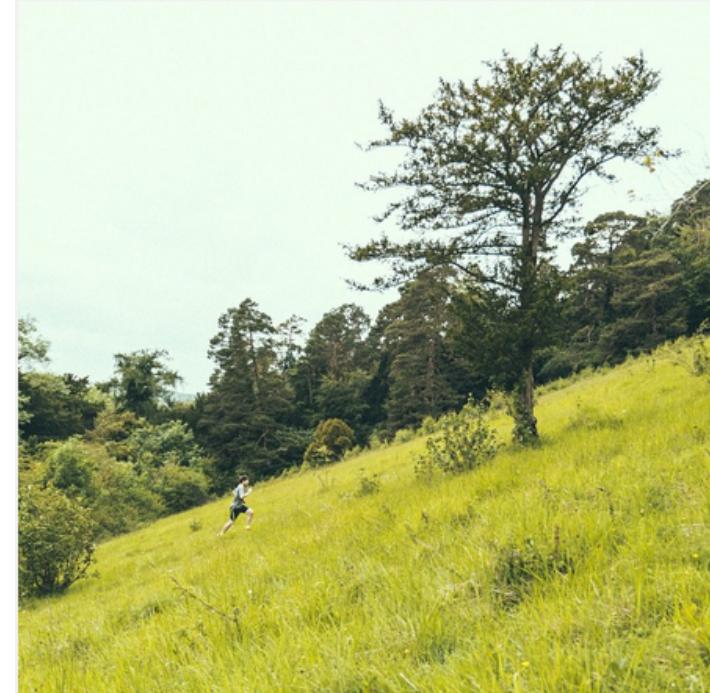


@nike

The game face goes on before the uniform.
@usnikefootball

Nature/People

- Nature
- People
- Leisure



@nike

You can only change yourself if you challenge yourself.

Accessories

- Sportswear
- Jersey
- Uniform



@nike

#Hypervenom: Nothing friendly about it.

Outdoors

- Recreation
- Water
- Happy



@nike

Happy trails. #justdoit



Insights and Recommendations

Insights

- Adidas uses 75% less quotes as compared to Nike in their Instagram posts.
- Content centered around NORP was very significant.
- Posts on geography, money had comparatively less engagement.
- People-centric topics are more engaging as compared to product-centric posts
- Nike posts inspires action

Recommendations

Emotional Branding:

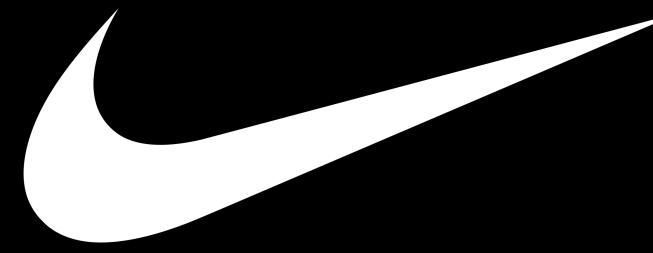
- Brand should focus on promoting the brand values and product experience, rather than directly promoting the brand

Inspire Action:

- Adding more personal quotes to connect with the audience and inspire them
- Adidas to keep continuing to focus on fitness and focus less on product

Quality beats Quantity:

- Brands should invest their time in creating high quality and beautiful posts.



Thank you

