



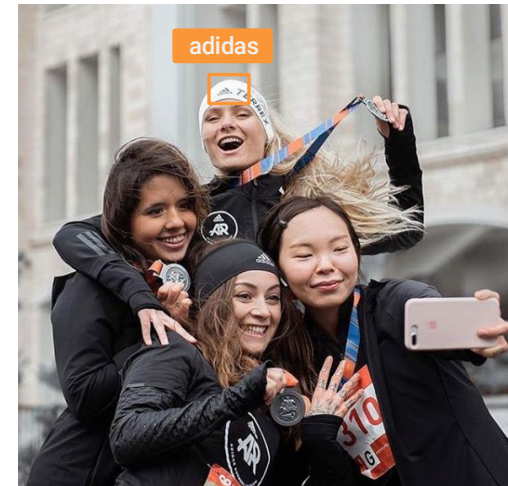
Social media research

Campaign Analytics



**Rimma
Diego**

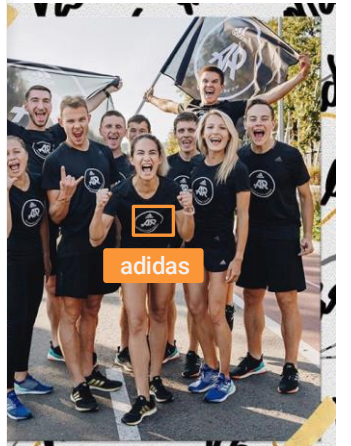
@rimmadiego



6.1K 4 038

**Raef
Cornell**

@raefcornell802



3.8K 2 396

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METHODOLOGY

OBJECTIVES

Analyze the attitude to adidas campaigns: “**Run For The Oceans**” and “**Wanderlust**”.

Examine barriers for activities’ implementation.

Analyze visual content shared by users of the campaigns.

DATA COLLECTION

Mentions of the events were collected from top social networks, forums, blogs, review sites, online mass media.

Period: **September 2019**.

Geography: **London**.

Analyzed data: 2,486 mentions and 1,853 images in total.

DATA PROCESSING

A detailed content analysis of the mentions from the array was carried out: all relevant mentions were assigned tag and the messages were categorized according to its content. If one mention touched on several topics then several categories (tags) were assigned to the mention along with designating the corresponding sentiment.

Mentions not relevant to the purpose of the research were deleted.

CONCLUSIONS ON THE CAMPAIGNS PERCEPTIONS

- Campaigns “**Run For The Oceans**” and “**Wanderlust**” generated positive interest from users, brand’s official page on facebook.com became the main platform for discussions.
- 41% of the overall brand’s mentions was about these campaigns.
- Users shared comments about technical nuances, prizes and weather conditions. **Many people praised the brand for solving bad weather issues** (they commented on having raincoats, tents with catering, dress rooms and storage units).

RECOMMENDATIONS

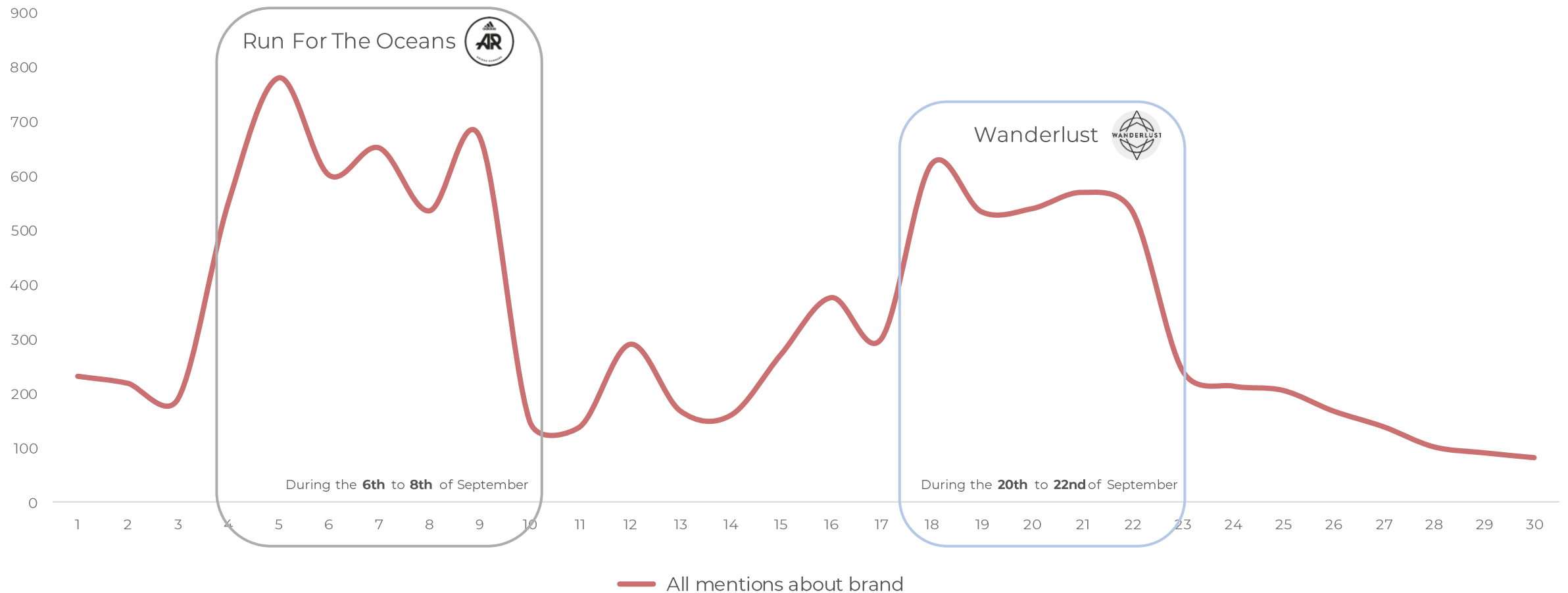
- Emphasize the cost-benefit factor for activities and events, as customers thought it was too expensive
- Registration process for the running campaign should be easier and better organized, as there were lots of complaints about it
- Consider similar application for training like competitors have (photos from it generate more likes)
- Quickly track and respond to negative comments in official sources
- Increase the number of events with photo zones and influencers
- Analyze celebrities' impact in advance to understand the audience's attitude

Campaigns efficiency evaluation



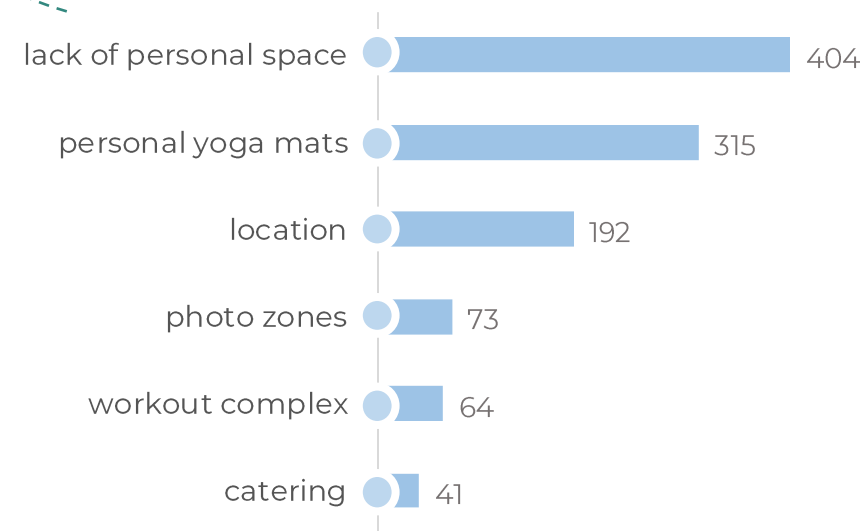
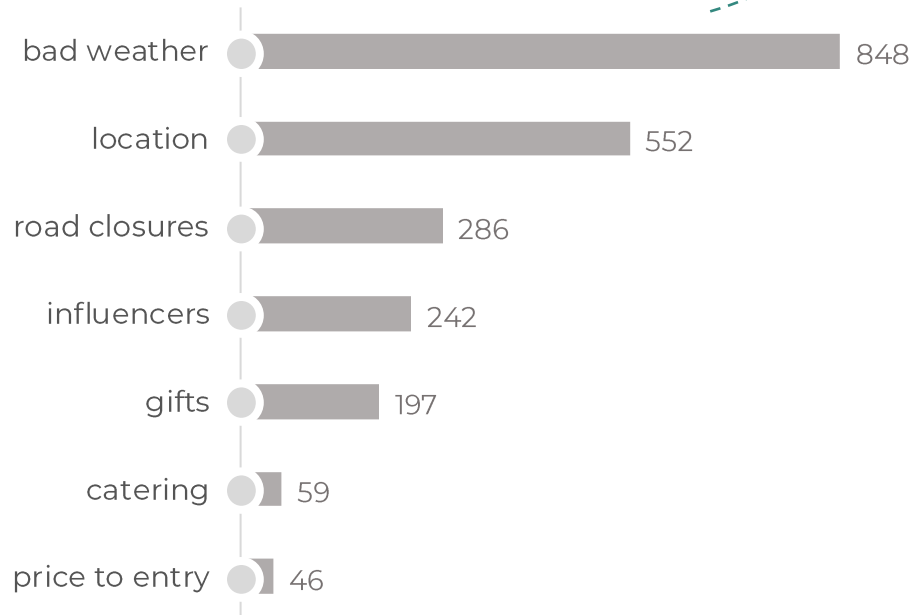
MENTIONS DYNAMICS

Run For The Oceans campaign gathered ~3K mentions and **Wanderlust** event got ~1.6K mentions.



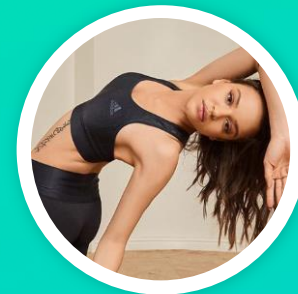
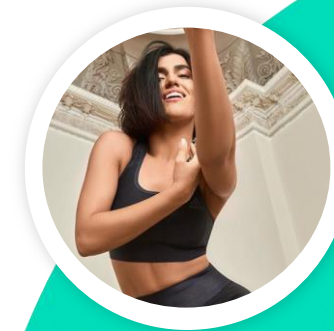
AUDIENCE INTEREST

The audience showed interest in organizational moments and selection of locations by brand.



Two campaigns had 4 602 mentions, of them key topics' buzz was: 3 598 mentions.

Campaigns audience



SENTIMENT & DEMOGRAPHY ANALISYS

Men were more interested in **running competitions**, and **women** were more active in social media during the **yoga event**.

Total authors
2 857



Men	Women	Community
57%	41%	2%



- liked participating in running, trainings and marathons
- preferred demonstrating their skills and achievements
- enjoyed sharing team photos near the adidas commercial
- there were some who were disappointed with event organization

Total authors
1 482



Men	Women	Community
28%	64%	8%

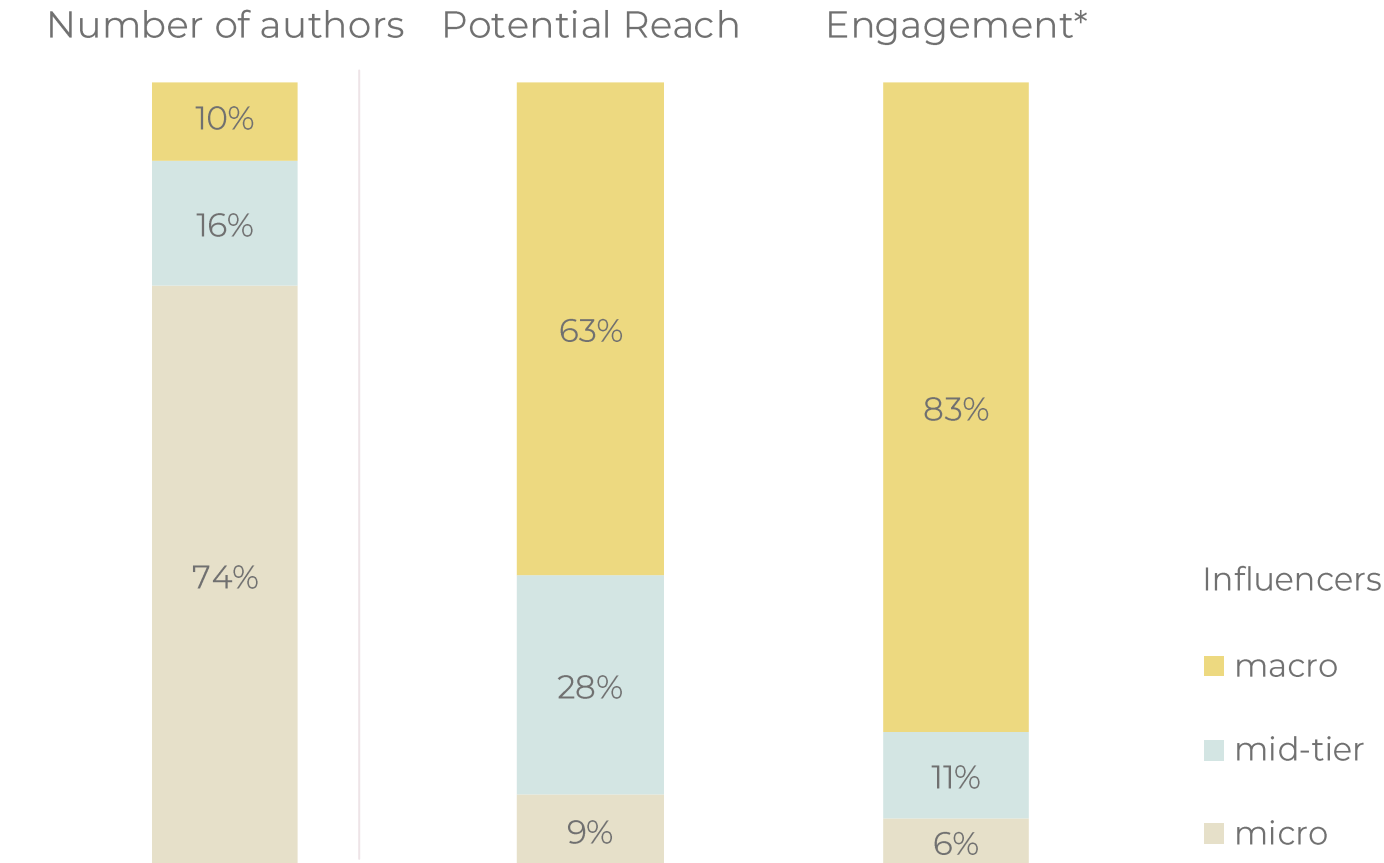


- audience expressed their emotions about Wanderlust festival and shared photos
- people were delighted with the yoga fest so they recommended participation
- expressed their opinion regarding training with influencers
- some users shared negative posts about award ceremony

* • Positive • Negative • Neutral

INSIGHTS ON THE EFFECT OF THE OPINION LEADERS INVOLVEMENT

Macro influencers generated **vast majority** of the effect in brand's presence into **Run For The Oceans** campaign in social media.



*Likes + shares + comments



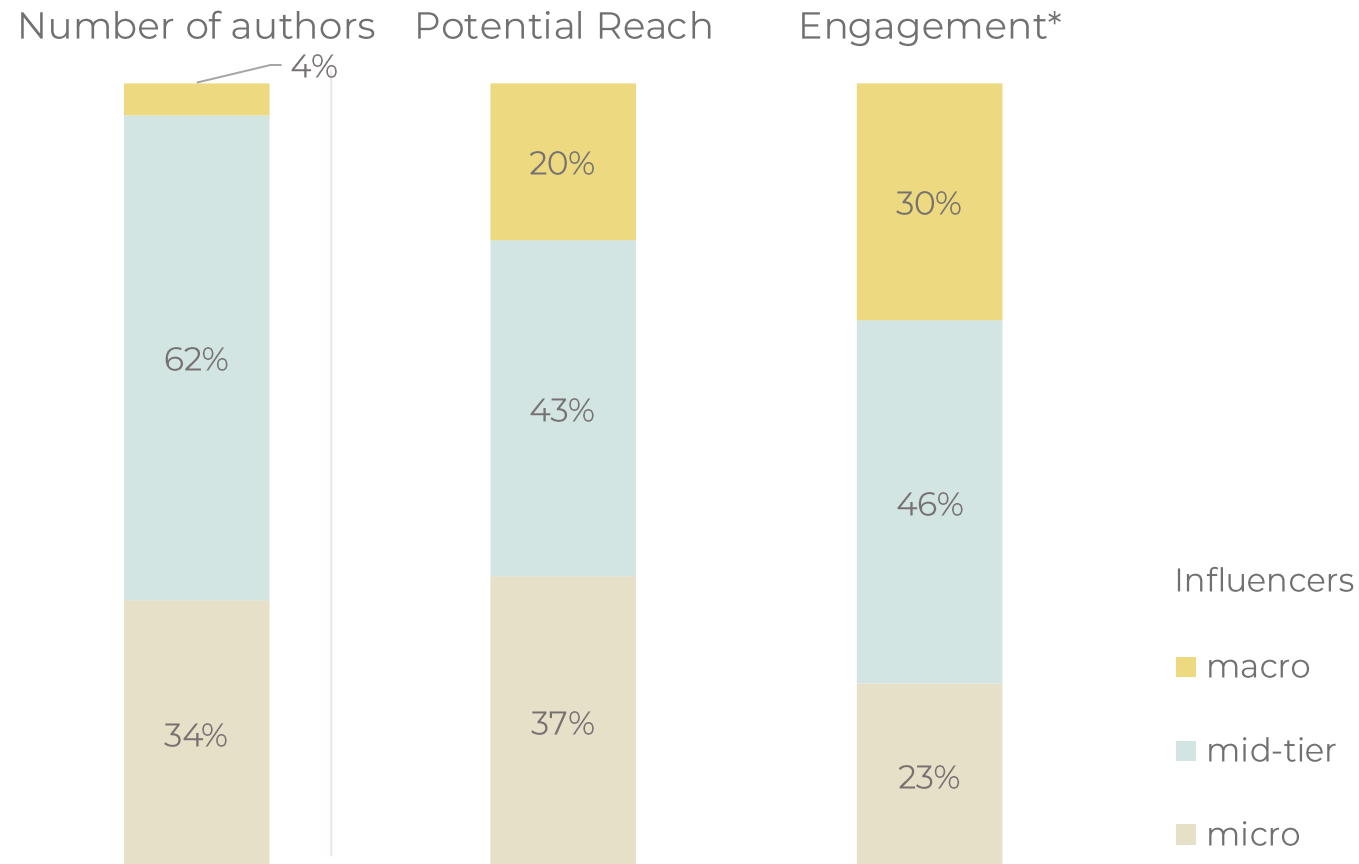
10% of the authors with more than 100k subscribers produced half of potential reach and 4/5 of engagement. For example, posts by **Amy Jackson** (9,2M subscribers – almost 1/3 of the total potential reach) received 746k likes and more than 3,689 comments – that's **40%** of total engagement.

INSIGHTS ON THE EFFECT OF THE OPINION LEADERS INVOLVEMENT

The success of **Wanderlust** campaign relied heavily on the influencers' engagement. **Mid-tier influencers** produced half of potential reach and 2/5 of engagement.



Mid-tier influencers delivered 46% of engagement. For example, posts by **Christy Turlington** (946K subscribers – almost 1/3 of the total potential reach) received 64k likes and more than 325 comments – that's **28%** of total engagement.



*Likes + shares + comments

TOP BLOGGERS FROM CAMPAIGNS



Greenwich Park

Amy Jackson

@iamamyjackson
9,2M subscribers

ER post
8,1



Sam Bencheghib

@sambencheghib
10,5K subscribers

ER post
1,1



Jessie Zapo

@jessiezapo
11,5K subscribers

ER post
4,8



Kavaughn Blake

@ryda33
2K subscribers

ER post
0,3



Battersea Park

Christy Turlington Burns

@cturlington
946K subscribers

ER post
6,7



Mae Yoshikawa

@maeyoshikawa
16,5K subscribers

ER post
0,6



Sophie Hellyer

@sophiehellyer
37,6K subscribers

ER post
4,1



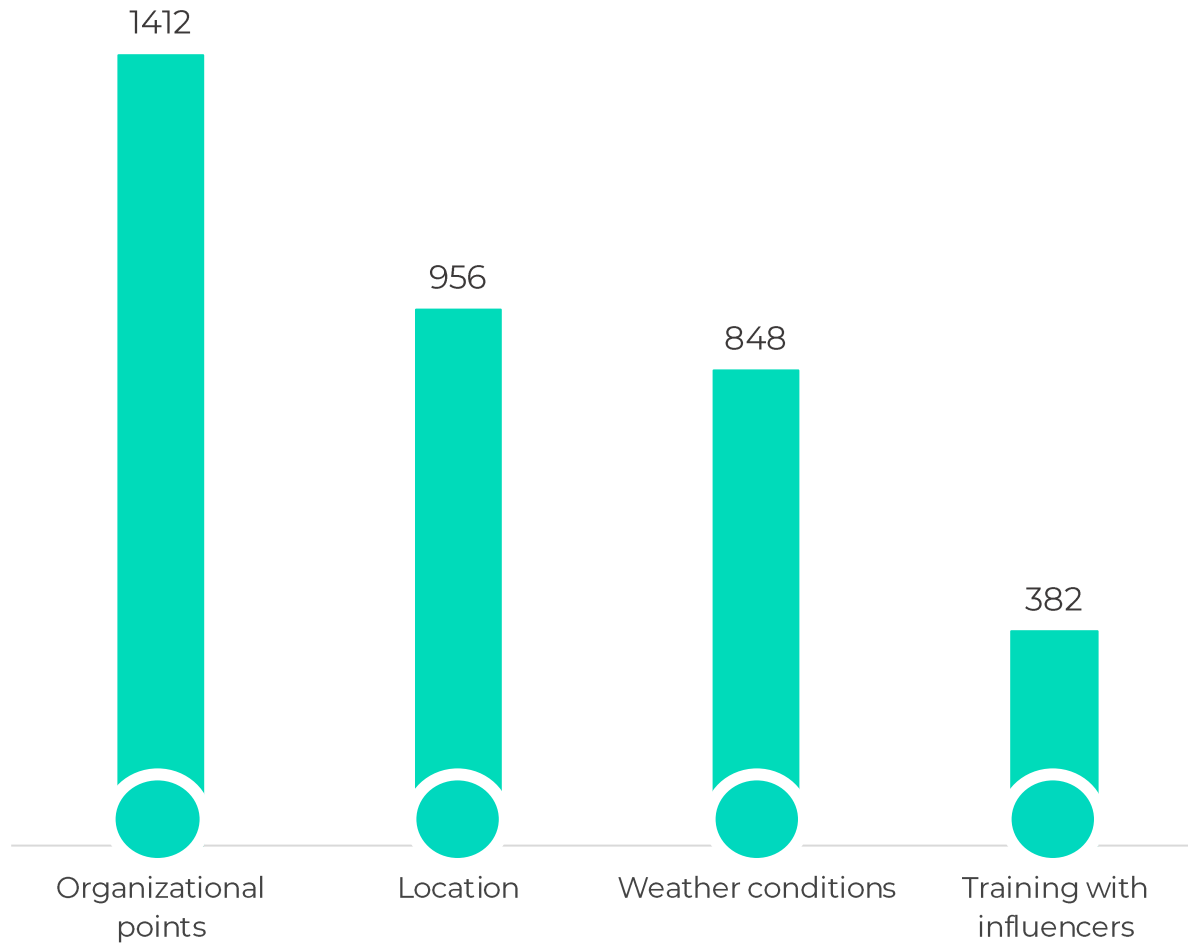
*ER post = Total engagements on a post / Total followers*100

Campaigns media coverage



KEY TOPICS

Based on 3 598 mentions around **Run For The Oceans** and **Wanderlust** campaigns.



Organizational points

There were issues with road closures, not enough gap between people's personal space during the yoga festival, the availability of catering and photozones, and the awards of the participants.

Location

Discussions about organizers' the choice of venue by the organizers.

Weather conditions

Discussion of weather conditions during events.

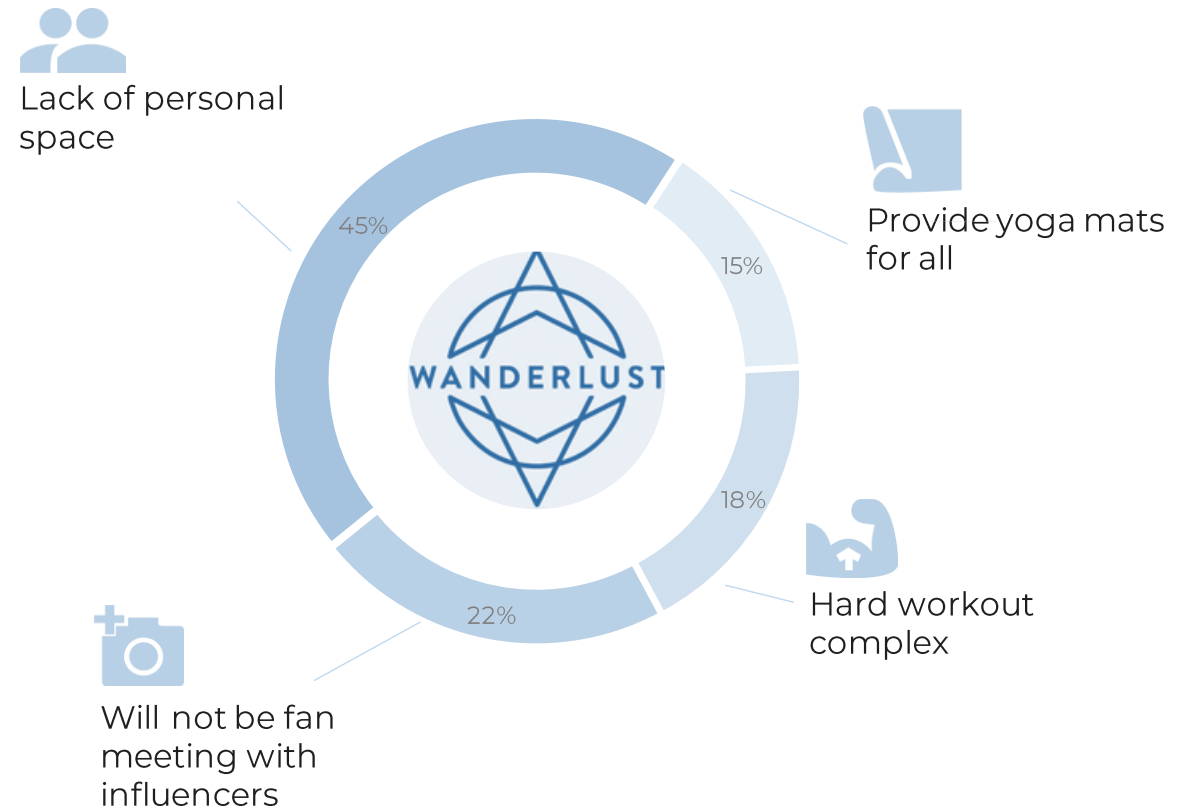
Training with influencers

Discuss the brand selection of ambassadors for campaigns and joint training.

Two campaigns had 4 602 mentions



POTENTIAL THREATS FROM CAMPAIGNS ORGANIZATIONS

Understanding of the audience's underplaying concerns helps brand to communicate with the audience better.



BRAND REACTION TO THE POTENTIAL THREADS

adidas used targeted and creative solutions to address customers' complaints.

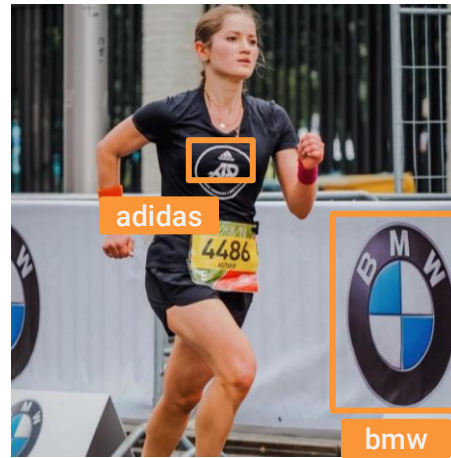
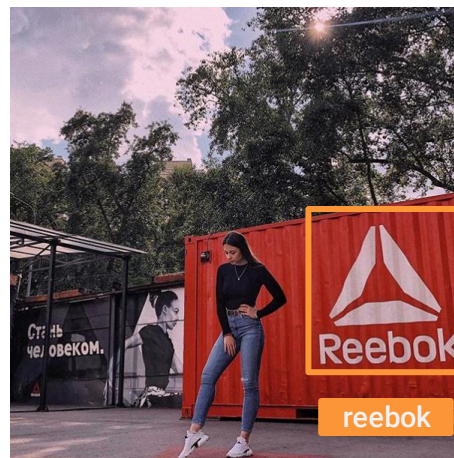
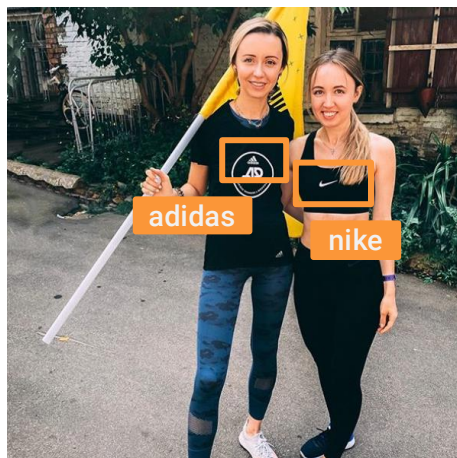
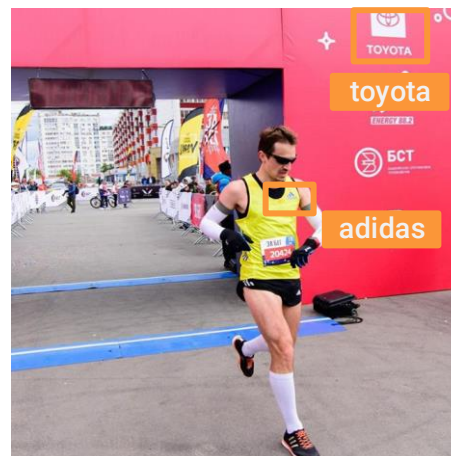
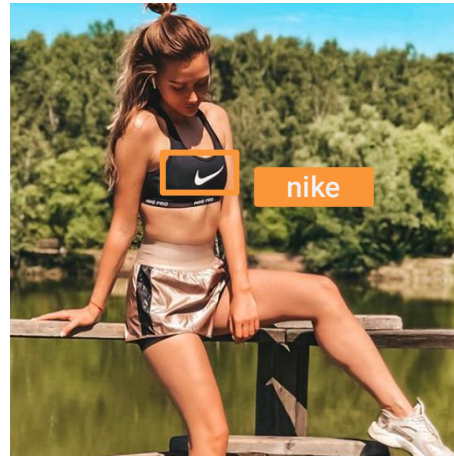
					
Danger	Nº of mentions	Solution	Danger	Nº of mentions	Solution
1. Bad weather 15%	37 26 15	<ul style="list-style-type: none"> Free food courts Gave raincoats Built tents 	1. Lack of personal space 45%	40 39 29	<ul style="list-style-type: none"> Sorted groups by complexity People were divided into groups by time Campaign was held in a few parks
2. Registration issues 30%	35 24 10	<ul style="list-style-type: none"> Introduced personal identification number Name tag on t-shirts E-service 	2. Will not be fan meeting with influencers 22%	39 38 29	<ul style="list-style-type: none"> Created photo zones Provided time for fan meetings Invited all of ambassadors
3. No gifts for everyone 20%	45 25 20	<ul style="list-style-type: none"> Promo-stands with gifts SMS alert about gifts Extra giveaway 	3. Hard workout complex 18%	35 28 24	<ul style="list-style-type: none"> Sorted by the level of difficulty Personal trainers for each group Restart adidas Training App with yoga training
4. Possibility of traffic jams 15%	30 20 15	<ul style="list-style-type: none"> Coordinated necessary road closures The marathon was mainly held in the park Morning event 	4. Provide yoga mats for all 15%	40 30	<ul style="list-style-type: none"> Different equipment Personal yoga mat for everyone

User generated content



USERS IMAGES

The main brands and photozones that have attracted the most interest of users in social networks.



EXAMPLES OF MENTIONS



anasiric

837 subscribers



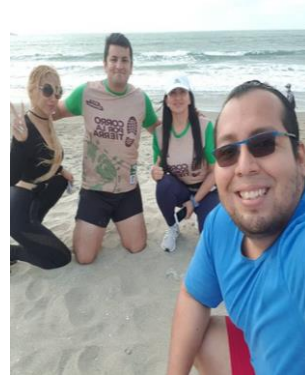
The meet up place for the Adidas Runners Base cannot be changed: Greenwich Park continues to amaze with new people. Meet our friend and very strong runner @zecevicdora 📸👏. Thank you @marta_ilyina for dating! #adidasrunnerlondon #adidasrunning #baselondon #greenwichpark

❤️ 316 💬 4



jimycedeno92

4 527 subscribers



It is nice to run along the blocked streets of London, hear fans roar instead of cars' noise and look over the city's landmarks.

You can save a lot of time if you don't stop for food along the way. I never stopped for food, Julie graciously brought me water and oranges. #runfortheoceans #runningcrews #adidas #adidasecuador

❤️ 1,4K 💬 53



judith.jvo67

1 198 subscribers



I am on top of the pyramid! How did that happen? It was possible only with the support of #adidasRunnersLondon ❤️.

It's so great that @sambencheghib takes part in the run with us. Let's all strive for victory!

#adidasoriginals #fortheoceans #parleyfortheoceans #adidas #adidasparley

❤️ 720 💬 34



medoo23 v_

396 subscribers



The rain would not stop pouring but people remained positive. They did the stretching exercises right under the rain. Foreigners were the ones who bothered the least with the rain. The starting point had all the necessary amenities: lockers, change rooms, toilets, street food, coffee serving tables, sponsors' tents with all kinds of nice bonuses #parleyfortheoceans #runningmotivation

❤️ 254 💬 12

Most of mentions were **positive (55%)**. Users liked sharing photos from the **Run For The Oceans** marathon. Audience praised the **brand** for a good event organization.

The **neutral mentions (34%)** contained photos with no emotions expressed and that were tagged near photozones.

Some users left **negative evaluations (10%)** to adidas, audience was unhappy with bad weather conditions.

EXAMPLES OF MENTIONS



liveglenwood

8 154 subscribers



Let's remember one of the most powerful and very hot yoga asanas! Rudrasana or Shiva pose. 🙏 It develops endurance and strength, trains the hips, strengthens the knees, ankles, abs, lower back and back. And most importantly, this is one of the best asanas for perfect legs and buttocks. 🙌🙌🙌🙌🙌🙌🙌
#adidas #wanderlust #yoga #training #adidasWomen

❤️ 1,8K 💬 659



alliiibaba

5 273 subscribers



Yesterday was an awesome eventful day. I wanted so the practice and the music would never stop. 🙌

Excellent location from @generationyogauk

#wanderlust108
#wanderlustadidas
#Aparigraha #detachment
#nongrasping #yamas
#patanjali #limbsofyoga
#yoga #yogaeverydayday
#wanderlust

❤️ 3,2K 💬 296



dana_rizer

237 subscribers



#wanderlust #adidas
#adidaswanderlust
#wanderlustadidas
#lorengray
#yoga #yogaonline #yamas
#satya #yamasandniyamas
#meditation

🙏
It was an atmospheric and magical day at Butterssea Park. Running, yoga, meditation, zumba, stretching ... and more positive emotions! London! You are mine!!!!!! Forever and ever!

❤️ 164 💬 21



jadeelhardt

906 subscribers



Only support and care for each other will help us stay healthy and in a good mood.

Hacked the city in new #PULSEBOOSTHD with @sophiehelllyer 🙌

Thank you @adidas for these events and their organization.

#yoga #yogagirl
#yogawheel #wanderlust

❤️ 545 💬 30

Positive mentions (66%) at the **Wanderlust** yoga fest were related to influencers, a set of exercises, and the handing out the yoga mat.

Posts by users who shared photos without any emotions expressed or who asked questions on the event organization were **neutral (26 %)**.

The participants of the event did not show dissatisfaction with the yoga fest and the brand in the context of the competition, the **negative mentions (8%)** were about the award ceremony.

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YouScan in-house research team analyzes social media data and finds actionable insights for your business.

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