

Nike Sprints to the Top Spot

The Most Discussed Shoe Brands

February 1, 2023 to February 28, 2023 | Media Analysis Report

This report analyzes the conversations about Nike, Adidas, and Reebok.

DATA SET 992 News articles
11,755 Twitter posts

LOCATION United States

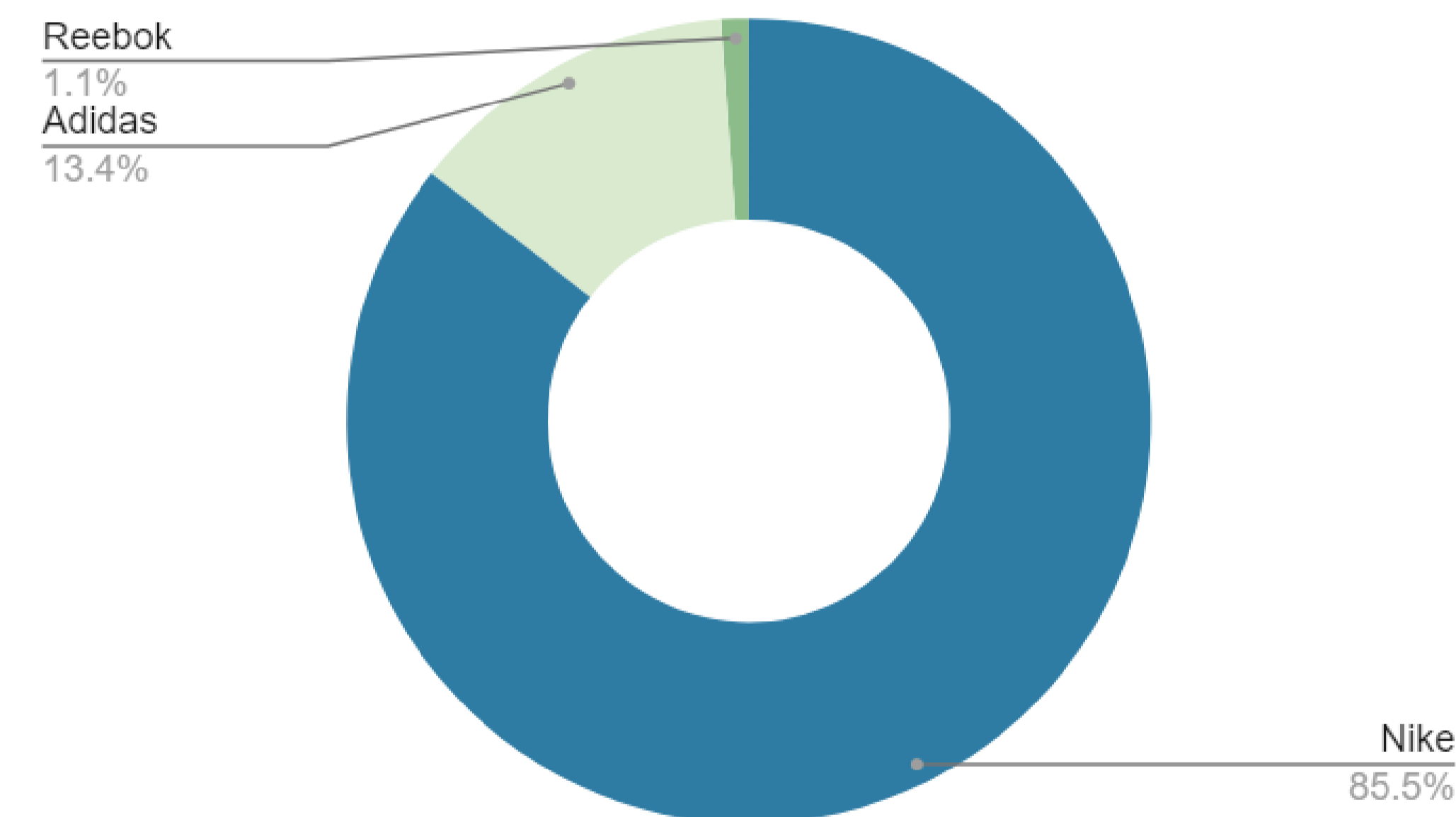
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Sports athletes, particularly National Basketball Association (NBA) players, are game-changers for amplifying media coverage on shoe brands.

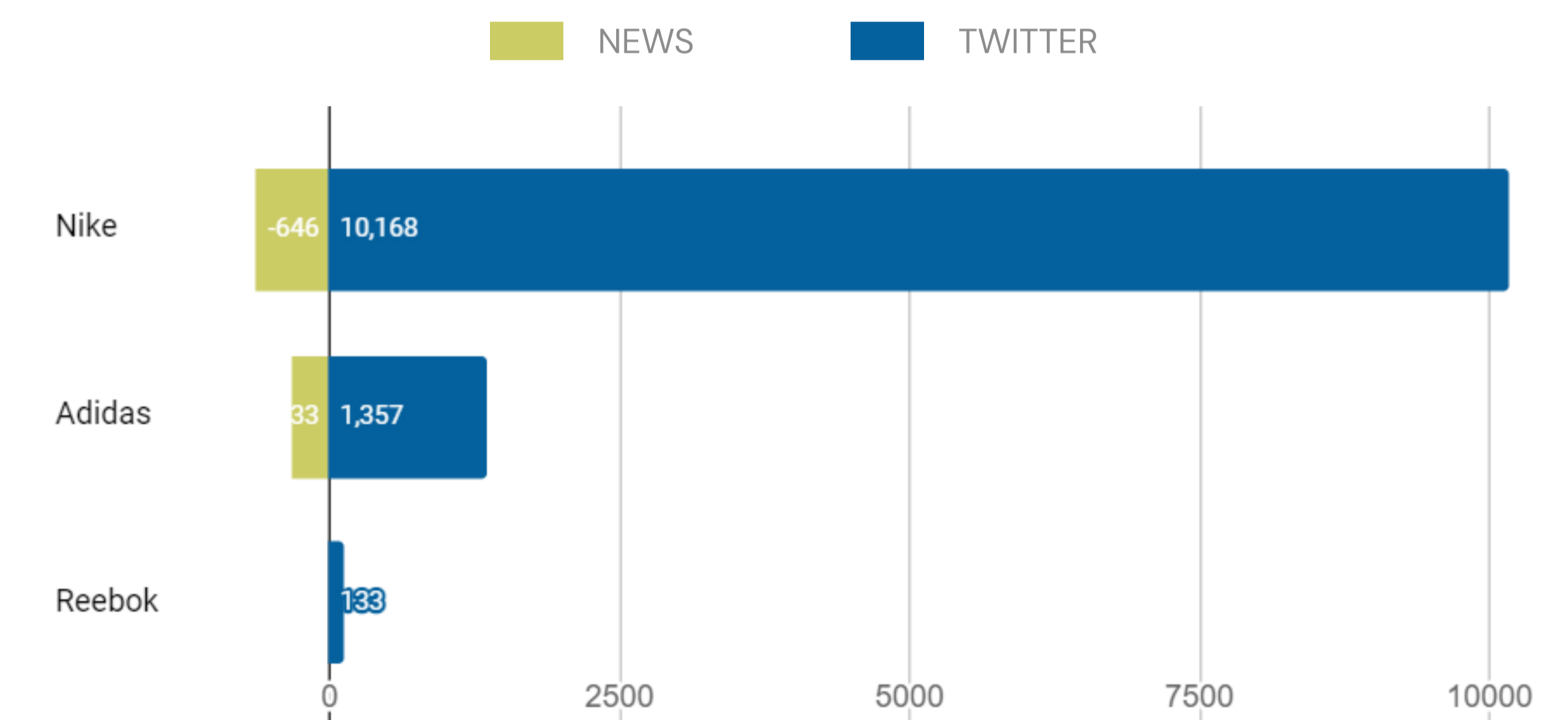
The success of global shoe brands do not only hinge on the quality and price of their products. Nowadays, media presence and reputation can make or break shoe sales. Monitoring media coverage allows shoe brands to identify potential issues, capitalize on positive coverage, and adjust their strategies accordingly. Brands Nike, Adidas, and Reebok are top names in the industry. These three brands garnered 12,747 mentions across news articles and Twitter posts, demonstrating the significant impact these brands have on popular culture, sports, and fashion.

In this report, Nike obtained over six times more mentions than its competitors. Stories of Kyrie Irving covering up the Nike logo on his shoes made headlines, followed by Nike co-founder Phil Knight congratulating LeBron James for breaking a new NBA record. This top shoe brand, however, accumulated the lowest sentiment rating out of the three—capping at 28 percent. By analyzing the media presence of shoe brands like Nike, Adidas, and Reebok in the US, we can gain valuable insights into their brand perception, audience engagement, and market trends.

Brand Data Breakdown



Media Type Breakdown



For this month's report, Nike was by far the most talked-about shoe brand, garnering a whopping 10,814 mentions across news articles and Twitter posts. This translates to an impressive 85.5 percent share of the total conversation around the three brands. Adidas followed behind with 1,690 mentions, while Reebok lagged significantly behind with only 141 mentions. Notably, all three brands had significantly more online conversations compared to news headlines, with over 90 percent of this month's conversations transpiring on Twitter. Nike obtained 15 times more social media posts, while Adidas garnered four times more Twitter mentions.

Adidas and Ivy Park launched a new fashion campaign and drew media attention, garnering nine percent from the the total reach of top news stories.

Beyoncé's Ivy Park and Adidas' collaboration with Ice Spice show garnered widespread media coverage, comprising nine percent of the top news stories' total reach. The fashion campaign's success was attributed to the loyal fan bases of Beyoncé's and Ice Spice, who both modeled for the collaboration. The event showcased the new Park Trail athleisure clothing, footwear and accessories for men and women.

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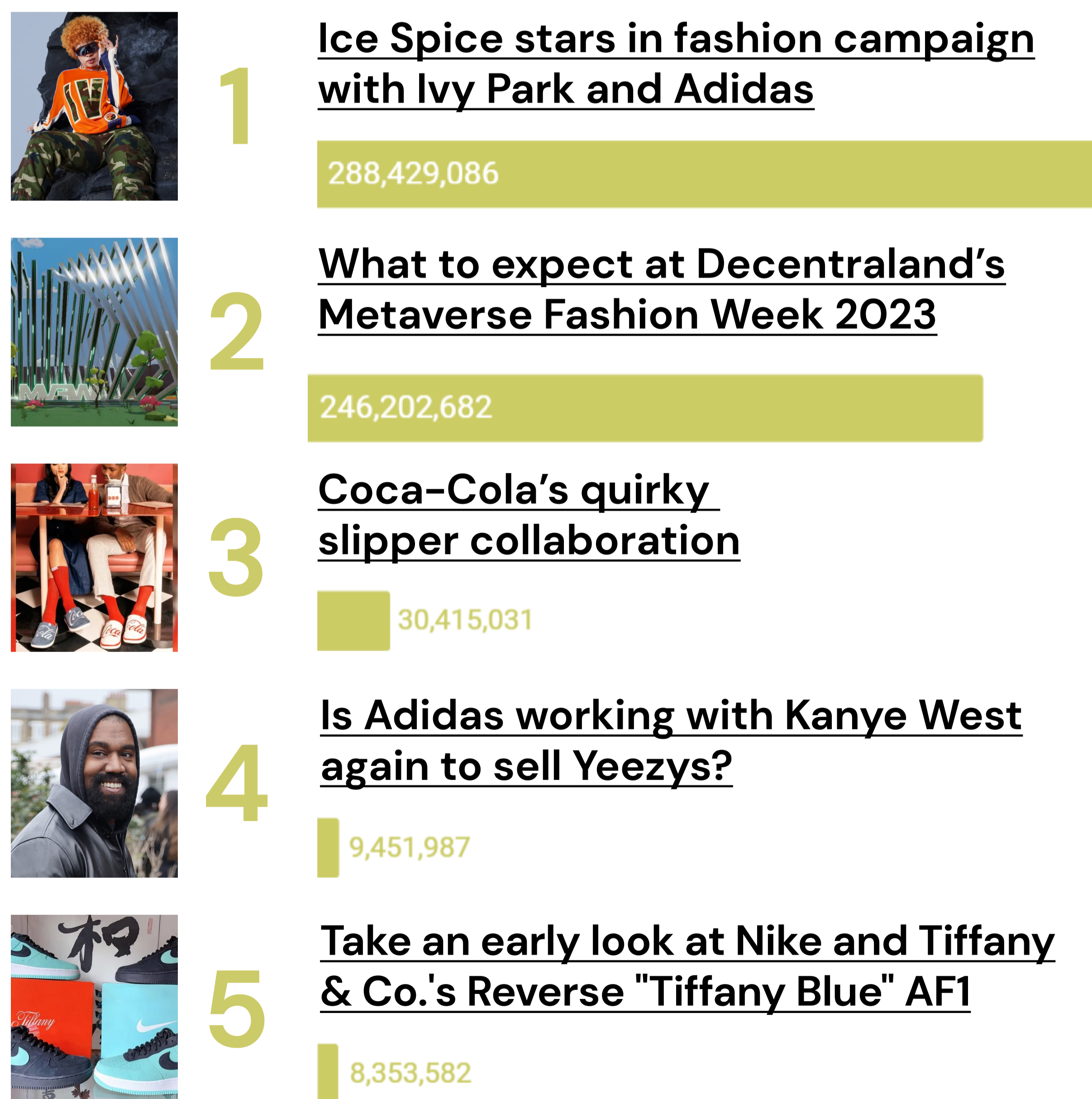
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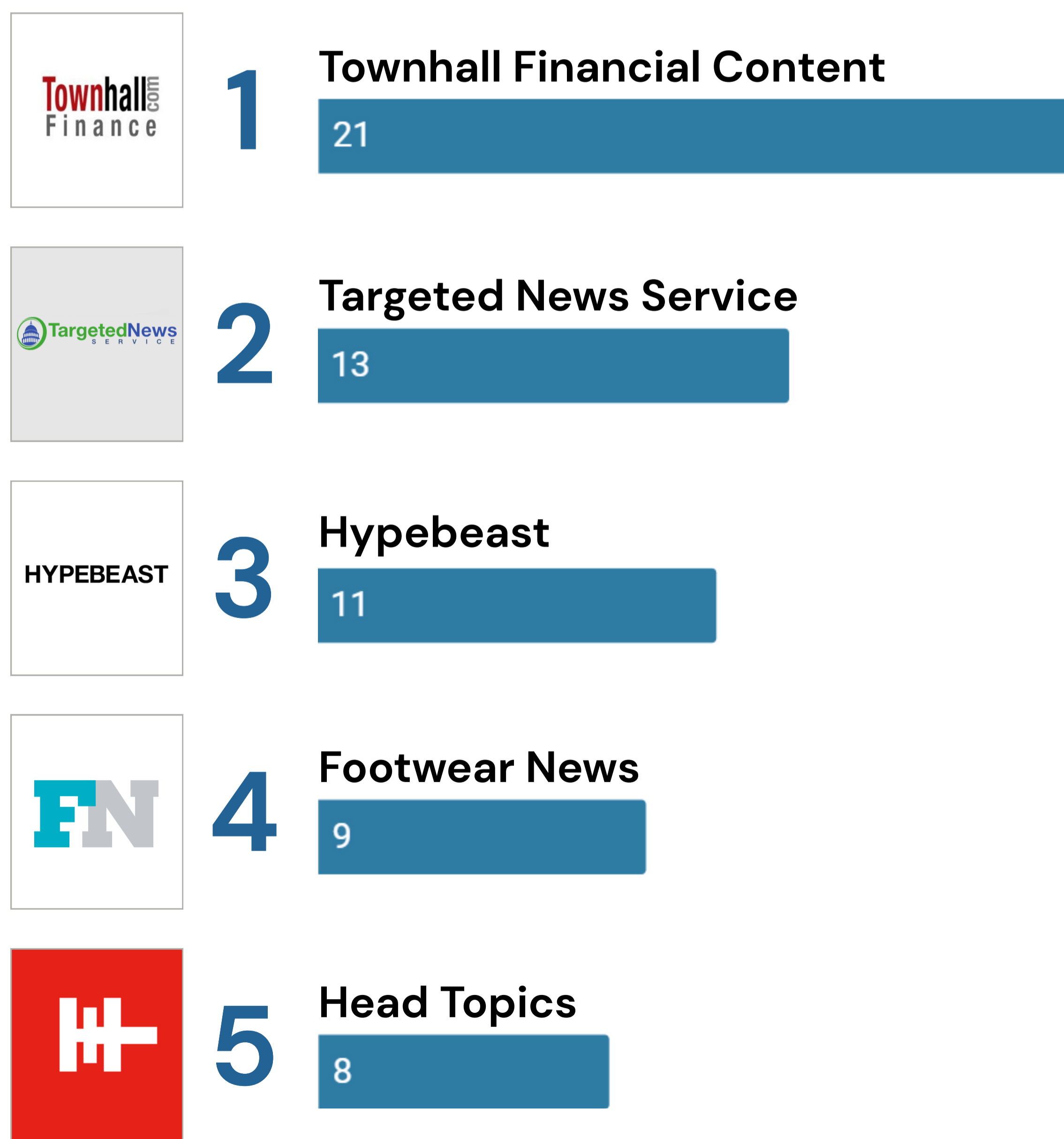
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Top News Stories

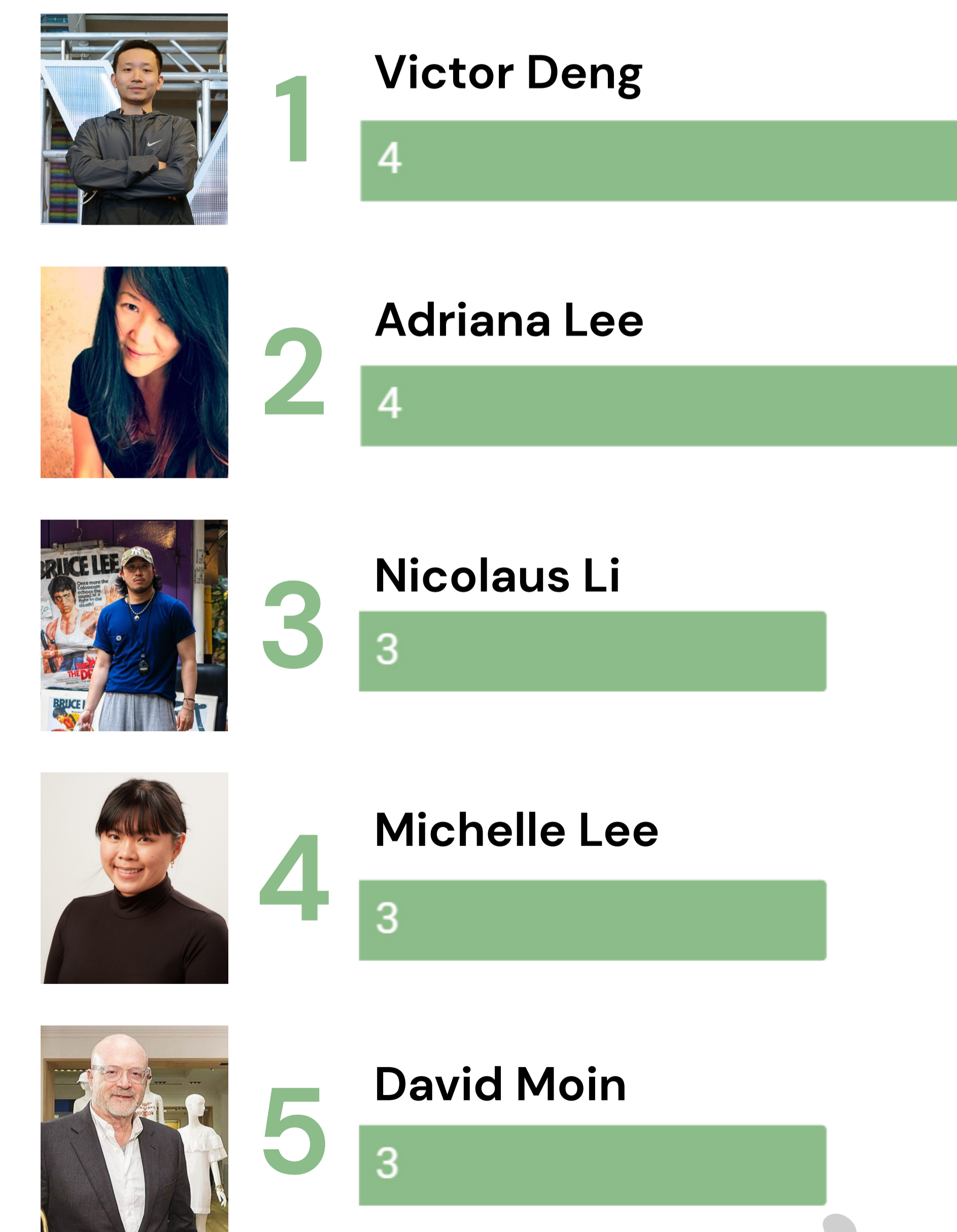
Based on Reach



Top News Sources



Top Journalists



Kyrie Irving covered the Nike logo on his shoes during his All Star game which generated a lot of buzz on Twitter, amounting to over 66,000 interactions.

Two of the highest-engagement tweets featured NBA stars Kyrie Irving and LeBron James. The top story followed Irving covering the Nike logo on his shoes during an All-Star game. This incident followed his recent contract termination with Nike over antisemitic content he shared on social media. The top tweet alone amassed over 66,000 interactions and 5.4 million views. Meanwhile, Nike founder Phil Knight congratulated LeBron James for surpassing Kareem Abdul-Jabbar as the NBA's all-time scoring leader in Los Angeles.

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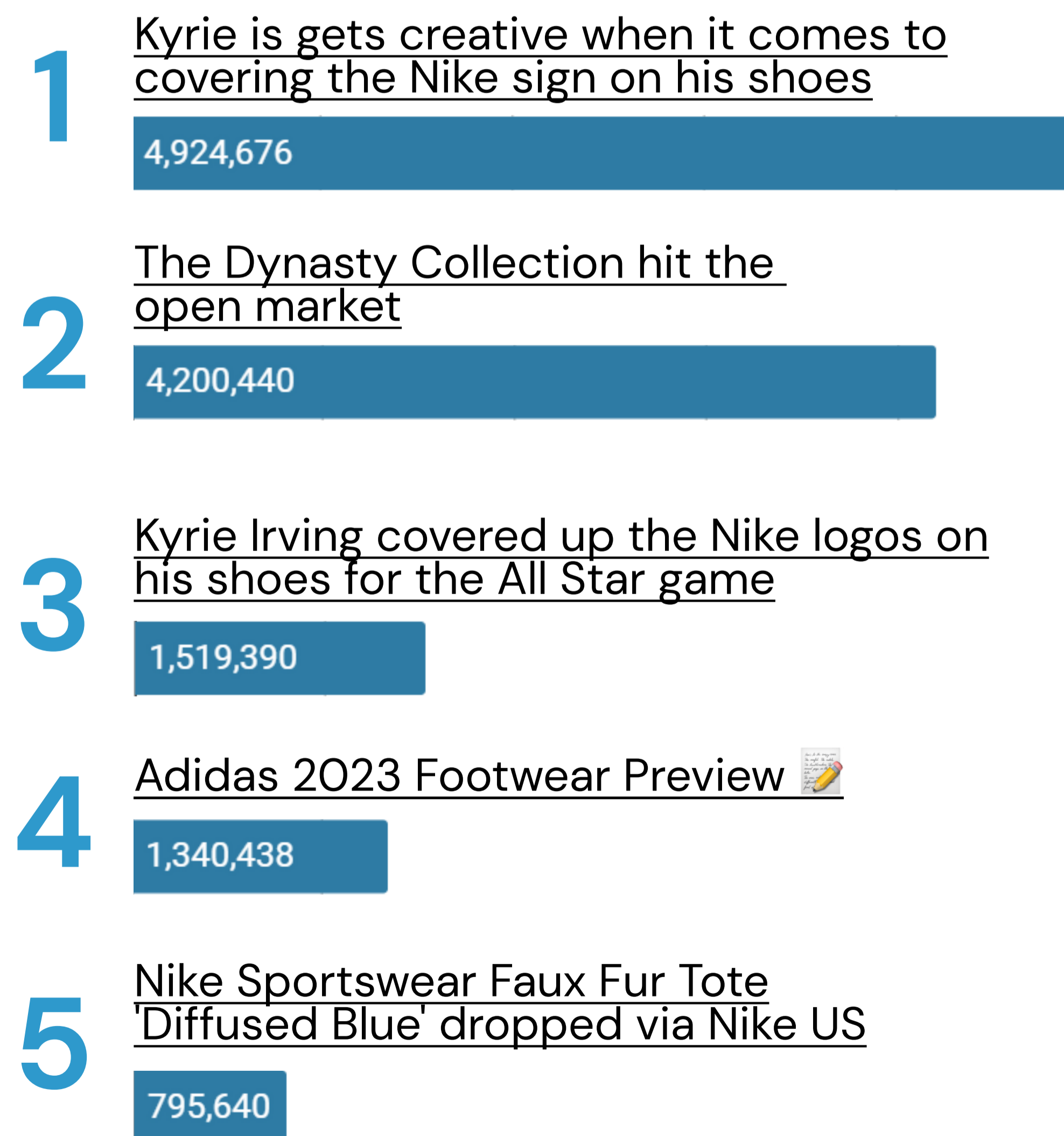
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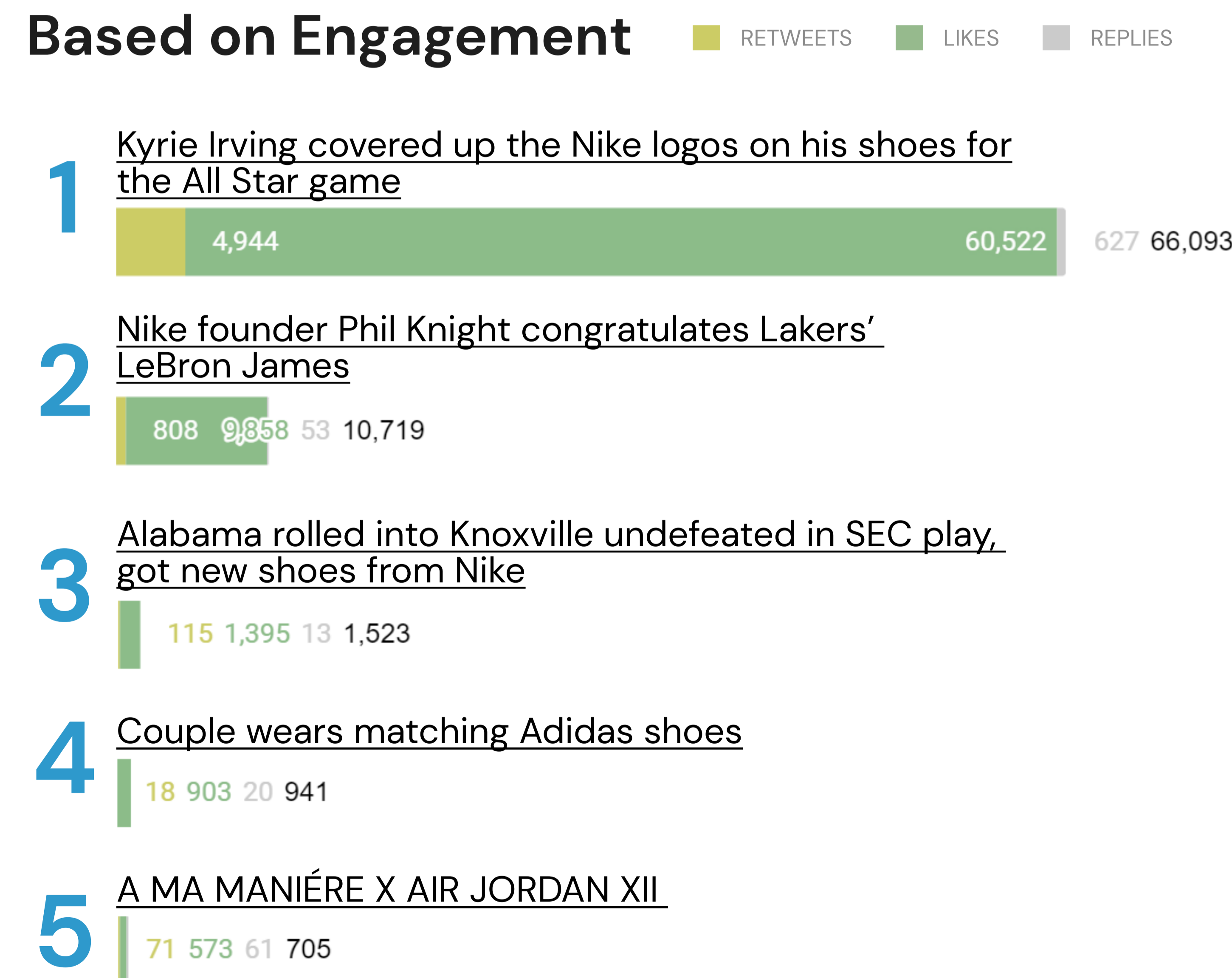
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Top Twitter Posts

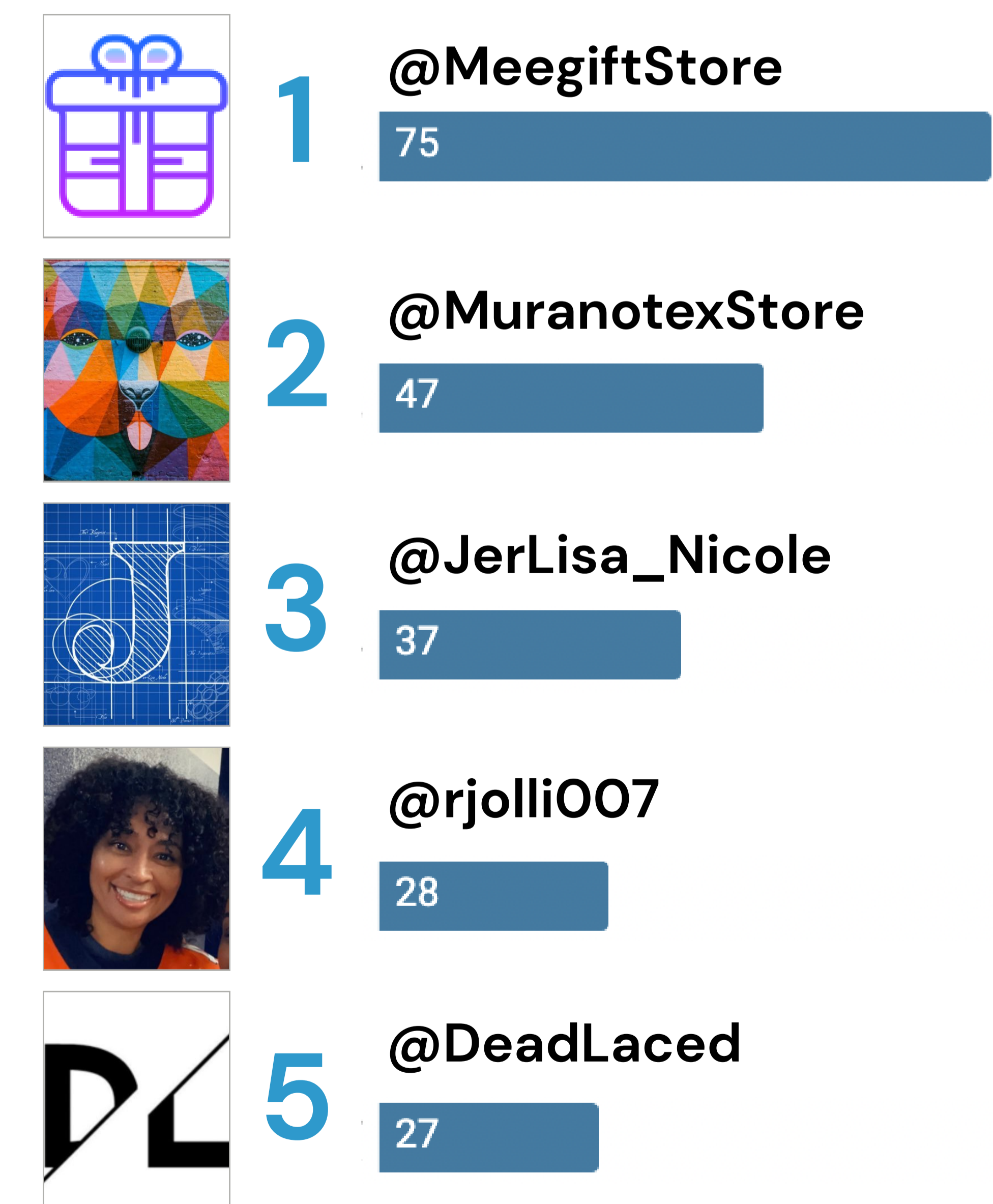
Based on Reach



Based on Engagement



Top Twitter Influencers



Nike's stories on their trademark infringement lawsuit against Japanese fashion brand A Bathing Ape (BAPE) and their partnership with A Ma Maniér generated up to 95 times more reach than their competing shoe brands.

A report on Nike's offer to BAPE back in 2009 brought a surge of media coverage for the top shoe brand throughout the month. These events sparked spikes in traction, as BAPE's lawyers noted that Nike's trademark infringement lawsuit had not sufficiently identified the elements of the BAPE STA. Meanwhile, reports on Kanye West's Yeezy contract termination and articles on Adidas' financial outlook for 2023 primarily influenced high-coverage days for the shoe brand.

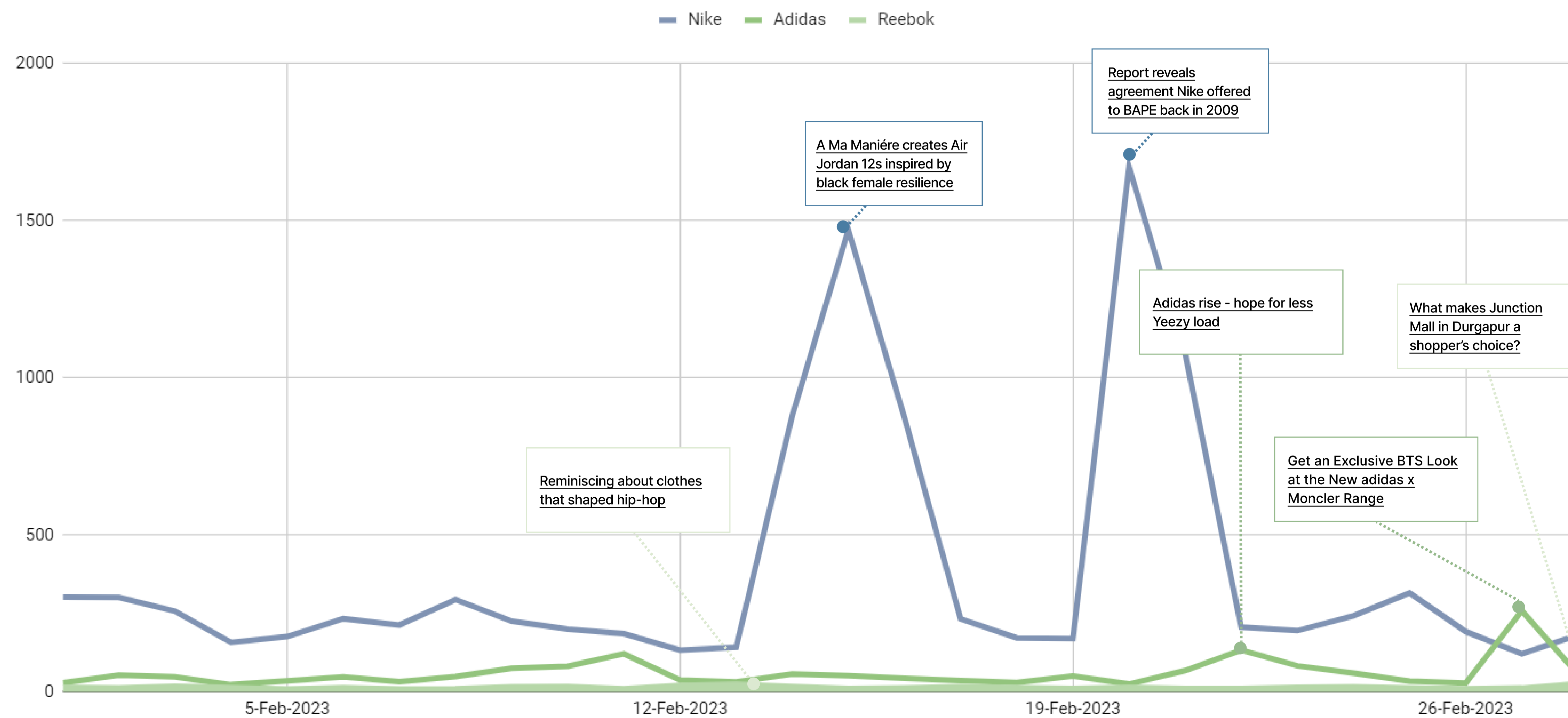
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Media Performance Trendline



Top Stories Per Brand

Nike

- 1 Report reveals agreement Nike offered to BAPE back in 2009
1,671
- 2 A Ma Maniér creates Air Jordan 12s inspired by black female resilience
1,470

Adidas

- 1 Adidas rise - hope for less Yeezy load
258
- 2 Get an Exclusive BTS Look at the New adidas x Moncler Range
133

Reebok

- 1 What makes Junction Mall in Durgapur a shopper's choice?
17
- 2 Reminiscing about clothes that shaped hip-hop
15

California and Texas accumulated the most amount of state-specific coverage, comprising 11 and ten percent of last month's conversations respectively.

California had the highest media coverage taking up 11 percent of the conversations, largely due to its influence in fashion and sports culture. Stories on key California-based players also contribute to such coverage, including LeBron James, Stephen Curry, and Paul George. Texas-based coverage made up ten percent of the conversations, as Dallas Maverick Kyrie Irving made headlines for covering the Nike logo on his shoes. Notably, California and Texas are the two states to house the most number of NBA teams—four and three, respectively.

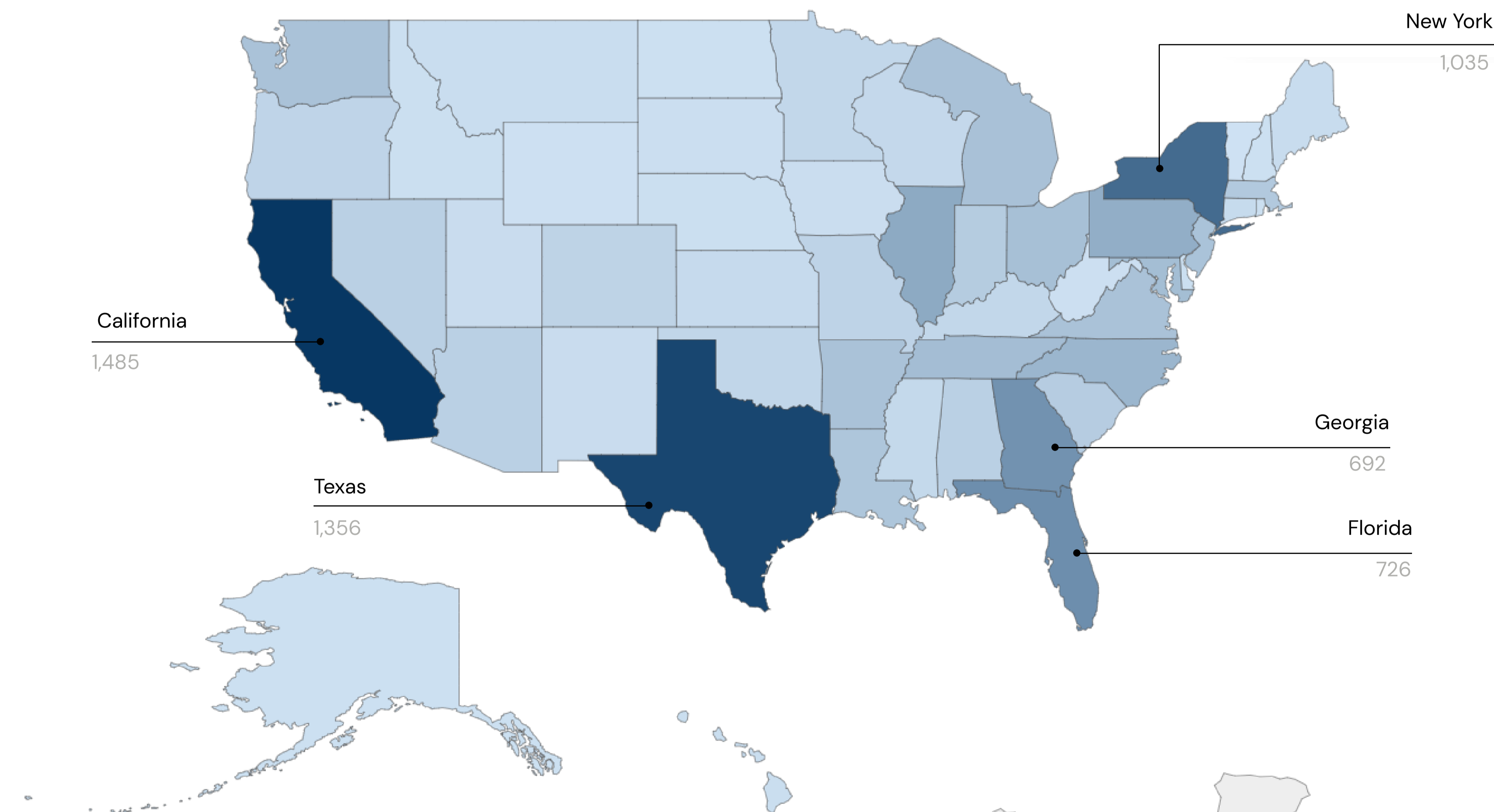
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Volume of Coverage within US States



States with Most Coverage



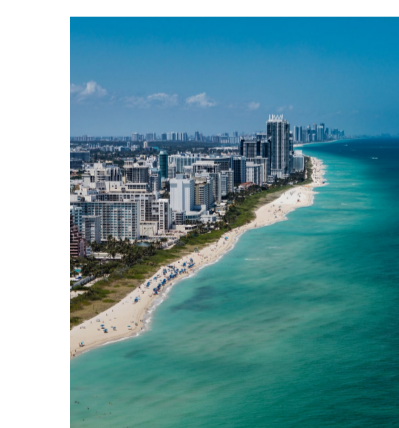
1 **California**
1485



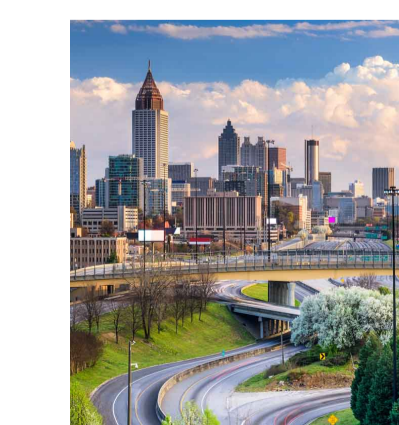
2 **Texas**
1356



3 **New York**
1035



4 **Florida**
726



5 **Georgia**
692

While Nike was the most talked about shoe brand with 5,604 conversations, it garnered the least amount of value-adding coverage. The brand generated 28 percent positive sentiment, ranking the lowest among its competitors.

The chart below shows the shoe brands' overall sentiment vs. the number of mentions and engagement count. The size of the circles represents the number of mentions throughout the month. Nike emerged as the brand with the highest volume of coverage, however it received a whopping 72 percent negative sentiment rating. Meanwhile, Adidas accumulated little coverage but performed 11 percent better than Nike in terms of sentiment. Reebok, while having a lower volume of conversations, had higher positive sentiment.

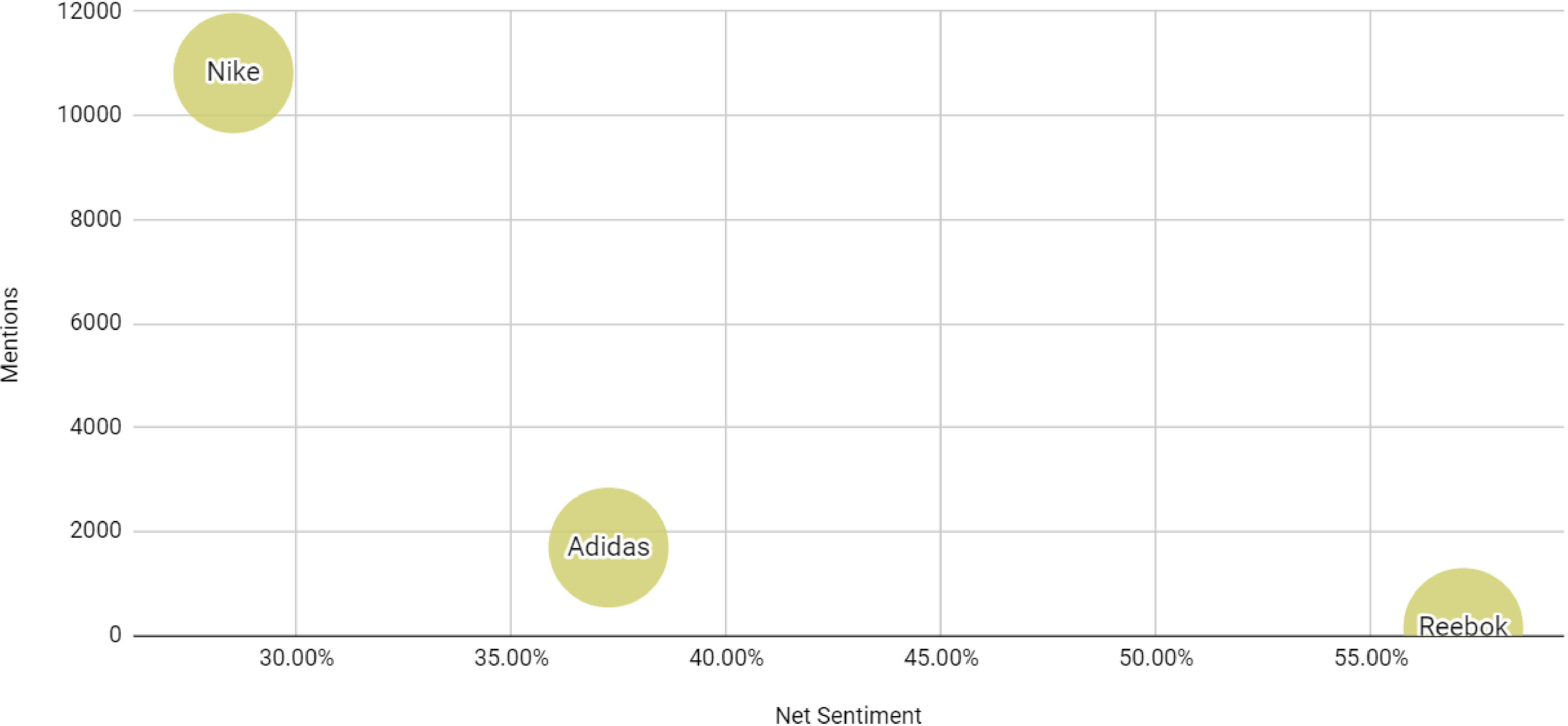
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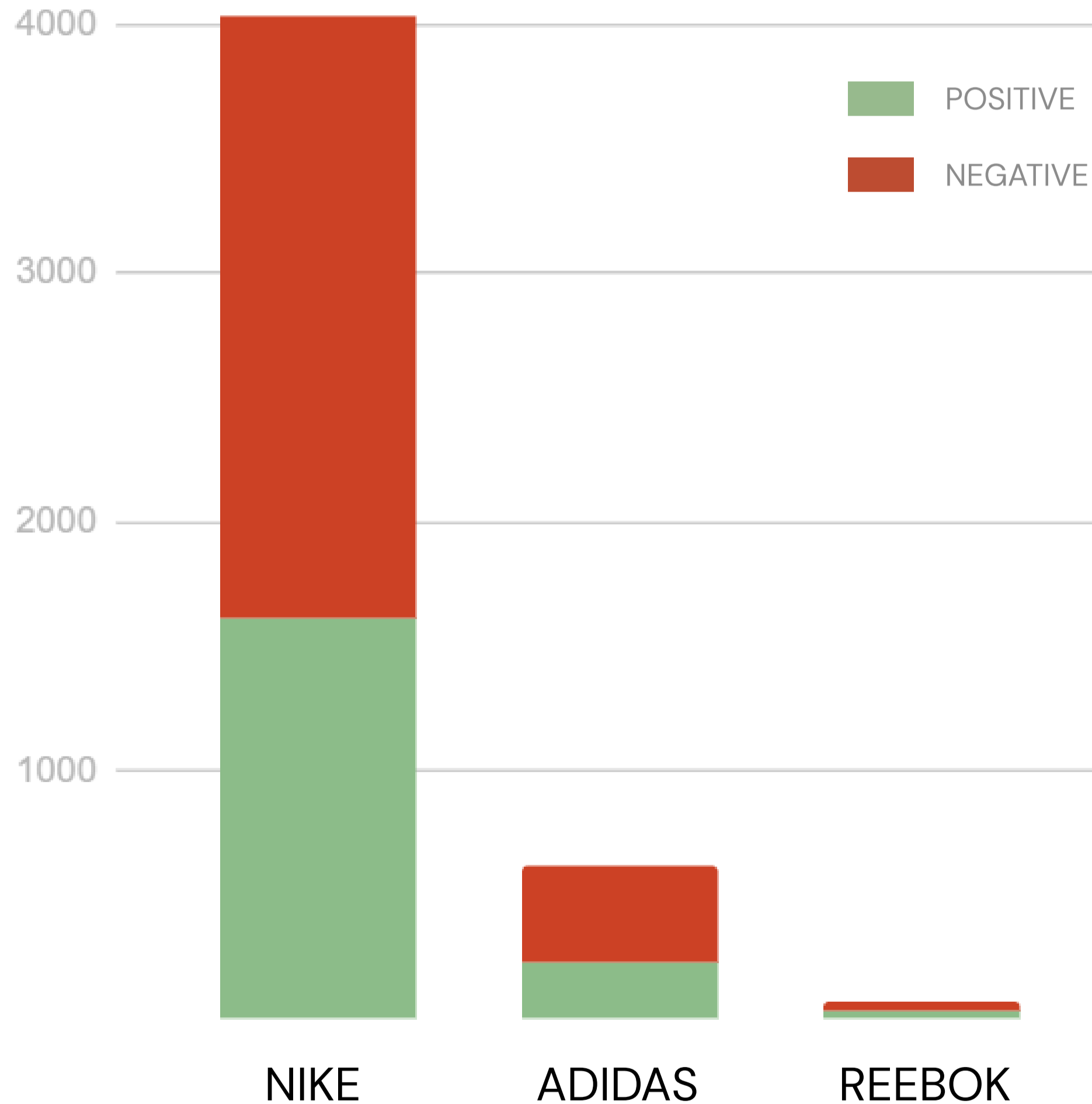
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Overall Sentiment vs. Mentions



Sentiment Breakdown



Nike's top three key phrases were the most mentioned key phrases across all three brands. These phrases included "star game", "[covered] up the Nike logos", and "free pair."

The most common keyword to come up across all three brands was "shoe" with 11,238 mentions. Notably, the second most prominent keyword was "[Air] Jordan", garnering 878 mentions. Meanwhile, key phrases regarding recent NBA-related incidents registered a total of 6,641 pickups. The top three key phrases were "star game", "[covered] up the Nike logos", and "free pair."

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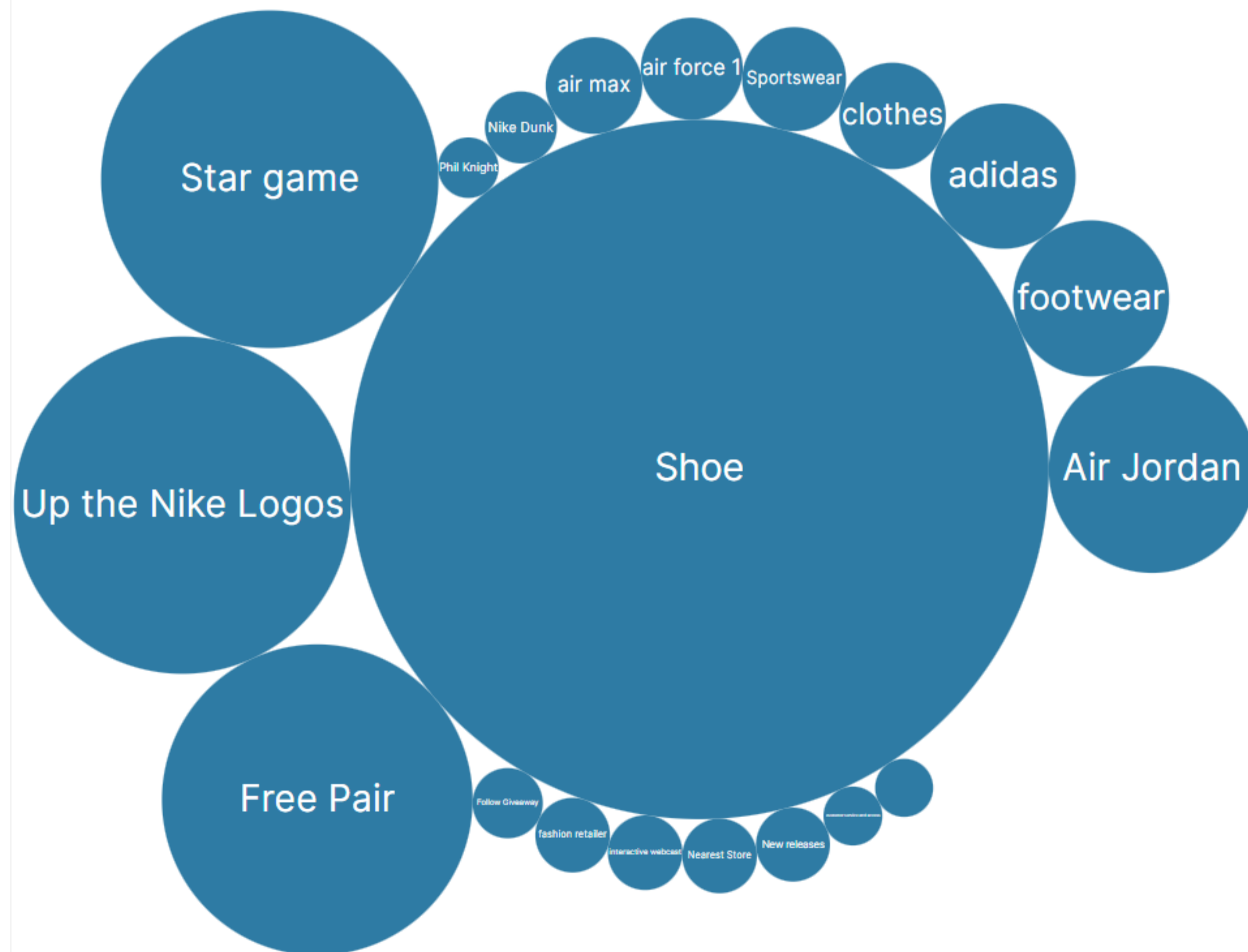
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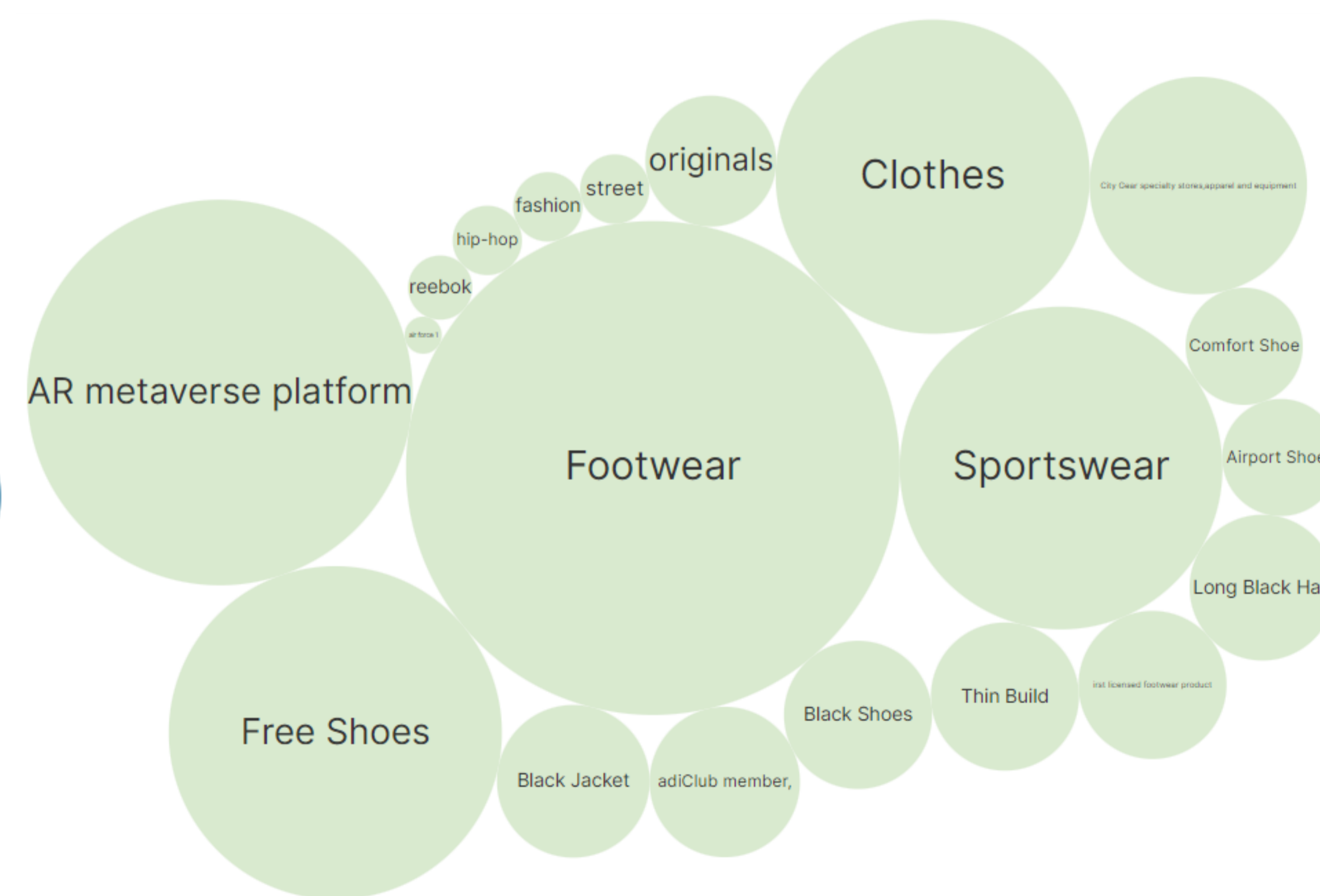
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Top Keywords and Key Phrases

Nike



Adidas



Reebok



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