

ADPR 389: Social Media Marketing Comm.

Brand Workbook: Adidas



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WORKSHEET 1 MARKET SHARE + TARGET AUDIENCE

Brand Overview

Adidas is a sportswear manufacturer founded in 1949 by Adolf Dassler after a disagreement with his brother Rudolf– the creator of Puma. Its headquarters are located in Herzogenaurach, Bavaria, Germany. (Long, 2023) Adidas is the largest sportswear manufacturer in Europe and second largest worldwide. (Long, 2023) Adidas was created with the mission to become “the best sports brand in the world.” by creating and selling the best sports products in the world, and to offer the best service and consumer experience in a sustainable way. (Adidas, 2024)

Adidas offers a wide range of products across several categories, including: footwear, equipment, apparel, and accessories. (Long, 2023) The product we’ll be focusing on is footwear. Adidas offers a variety of footwear for different sports and activities including running, basketball, soccer, tennis, etc. They also offer lifestyle shoes for casual wear. Its products are sold at more than 2,500 company-owned retail stores, as well as at sporting goods chains and other retailers, and on e-commerce platforms and mobile shopping apps. (Long, 2023)

In 2022, Adidas was rated #29 on Axios with an overall consensus of “Very Good.” Below are Adidas’s ratings by category in comparison to other companies (Axios, 2022):

- #32 in Trust
- #47 in Ethics
- #40 in Growth
- #21 in Products/Services
- #20 in Citizenship
- #29 in Vision
- #29 in Culture

Adidas' opportunity for growth relies on strengthening the credibility of the adidas brand, creating a unique consumer experience and to continue to expand the company's activities in the area of sustainability. (Adidas, 2024) This new strategy is designed to increase sales and profitability.

Market Research

As a company, Adidas, groups their products into 3 categories: Footwear, Apparel, and Hardware (MarketLine Industry Profile, 2021). Some of Adidas's key footwear lines are NMD, Predator, UltraBOOST, PureBOOST, and Alphabounce. By December 31, 2019, the company had manufactured a total of 448 million pairs of shoes. In the fiscal year 2019, the Footwear division recorded EUR13,521 million in revenue, encompassing 57% of the company's total revenue. (MarketLine Industry Profile, 2021).

Adidas's direct-to-consumer (DTC) annual sales are \$3.3 billion with 36% pct of total sales when compared to their top competitor Nike that has \$8.7 billion and 30% of the pct of total sales. (RKMA Market Research pg 160).

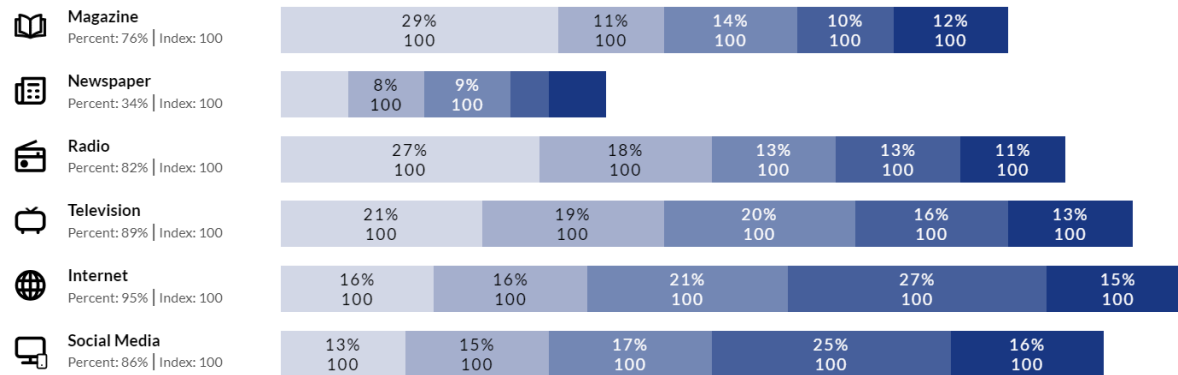
In terms of Reputation for Consumer Product Companies, Adidas ranks 6th with a rating of 77.9 (RKMA Market Research p 96). This suggests that Adidas has a good brand image regarding their consumers which enhances their brand reputation. Adidas wants to expand its DTC sales and its ecommerce business is expected to contribute to the growth of these sales (MarketLine Industry Profile, 2021). That is not to say that they won't focus on their stores. According to (MarketLine Industry Profile 2021) the brand does not plan to ignore their physical stores but instead enhance them more by digitizing them through omnichannel methods. They plan to promote their membership program, wanting to have around 500 million members in 2025 (MarketLine Industry Profile, 2021) as a way to build loyalty. Adidas also aims to put more effort into advertising more towards women.

Naturally Adidas is a digitally native brand. Adidas sold significantly online in 2020, with their e-commerce having a 53% increase, reaching over \$4.5 billion (4.0 million EUR). They also did well in the last quarter of 2020, especially with DTC sales going up by 14%, which balanced out early decreases in sales. Regardless, Adidas saw a 16% decrease in sales and a 20% decrease in gross profit throughout 2020 (MarketLine Industry Profile 2021).

Adidas's customerbase is composed mostly of active internet users. The biggest margin in frequency of internet use among their customers is moderate-heavy at 27% of the customer population. Similarly, the biggest margin of social media users in their customer base is moderate-heavy users at 25% of the customer population. This indicates that the internet and social media are primary methods of interacting with the brand among its customers. With this information in mind, Adidas should set up their strategy to be targeted at internet and social media users since that is where most of their market is.

MEDIA USAGE N-TILES

LIGHT  HEAVY



A wise strategy Adidas should consider to get the most sales would be to target their customers that primarily interact with the brand through social media and internet usage. With internet and social media usage being so widespread, creating advertisements, messages, and posts that are tailored for online viewing is a prime way to reach their audience. About 41% of Adidas's customers are in the moderate to heavy range of social media usage. This is a giant chunk of their customer base that should be tapped into. If content is not curated for this audience, Adidas is missing out on one of the most profitable segments of their customers. Adidas should take advantage of social media and internet posts and advertisements by investing into creating content for an online audience. It will net them the best profit for their spending.

Competitor Overview

There are two prominent competitors to Adidas – Nike and Footlocker. Nike is one of the largest and globally recognized sports brands. Like Adidas, they specialize in the design, development and manufacturing of apparel, footwear, accessories and sports equipment. Both companies rely on outsourcing manufacturing to parties in Asia to minimize production costs. Adidas outsourced over 95% of production to Asia (Data Monitor). Nike purchases the material for their footwear within the country of its manufacturing. They also use raw materials such as natural rubber and leather. Whereas Adidas uses mostly polyester. Adidas markets to a fashion conscious consumer, they had collaborations such as the Y-3, which was designed by Yohji Yamamoto. Both brands have endorsement contracts with sportsmen and women for product promotion. Adidas has faces such as David Beckham, and Nike has famous endorsers such as LeBron James. Adidas focuses their strategy on reducing the production process. Whereas, Nike focuses on the marketing and design innovation of their footwear. Like Adidas, Foot Locker has two business segments: athletic stores and direct-to-customers.

Foot Locker's athletic stores are one of the largest footwear retailers in the world, and they offer the latest in athletic inspired performance products. Adidas is a single brand entity, Foot Locker does not own its own brand, but serves as a vessel for various brands. Foot Locker may be more accessible for consumers due to its large number of retail chain stores across the world, and Foot Locker carries Adidas products. Since they do not manufacture their own product, they might have a broader selection for styles as compared to Adidas.

Target Audience

According to the MRI Simmons Report, adidas consumers are white (61%) females (51%) in the age range of 25-34 (24%) that own a home (63%) with a household income that is less than 75k (47%) and have some college education (28%). These consumers for the most part follow mainstream fashion (48%) meaning they are "driven more by comfort and tried-and-true fashion sense than they are by popular trends". They are not loyal to one shoe brand and because of this they're also known as the swayable shopaholic (41%) and confident spenders (26%) which for the most part are "impulse buyers, these consumers are willing to pay extra for image-enhancing products, and easily switch brands for the sake of novelty or variety". Some general attitudes of these consumers is that they are known as knowledge nesters (39%) meaning the "home is the primary focus for members of this segment, who strive to have dinner with their families almost every night" not only this but they are also categorically known as behavioral greens on the green awareness scale meaning that they "both think and act green, they have negative attitudes toward products that pollute, and they incorporate green practices on a regular basis" (MRI Simmons).

Another important aspect of these consumers are that they are tech aware referred to as tech wizards (45%) this group can not live without the internet. "This group's hunger for new technology fuels a future for potential new features, benefits, and devices". As online shopping goes this group are passionate deal seekers (40%) they think the internet is a great way to shop and they often read reviews and compare prices across the websites. They like to share their opinions about products and services, and do not mind saving money by shopping in online auctions and purchasing previously used items". In terms of media attitudes in the segmentation report there was no specifics given in newspaper, magazine or radio. However for mobile use and the internet these consumers lean more towards getting inspiration. And as for TV consumption they lean towards getting relaxation.

In the RMKA industry report specifically looking at the footwear segment the total U.S. footwear industry is at \$65 billion with consumers spending \$44 billion annually on fashion footwear, which includes all footwear except athletic footwear (*RKMA Market Research Reports*, 2024). With casual fashion footwear spending being 48% and by wearer with women as 57% of the consumers interested. In terms of adidas with the rise of

ecommerce the rise of a new e-commerce business model, direct-to-consumer (D2C) in online sales with established brands like adidas (13.9%) have entered the D2C marketplace in offering their products online in addition to distributing via retail stores to be able to compete (RKMA Market Research Reports, 2024).

WORKSHEET 2 GENERATIONAL BEHAVIORS

Demographics + Psychographics

** Based On MRI Simmons Report*

Gender: Female 51% Males 49%

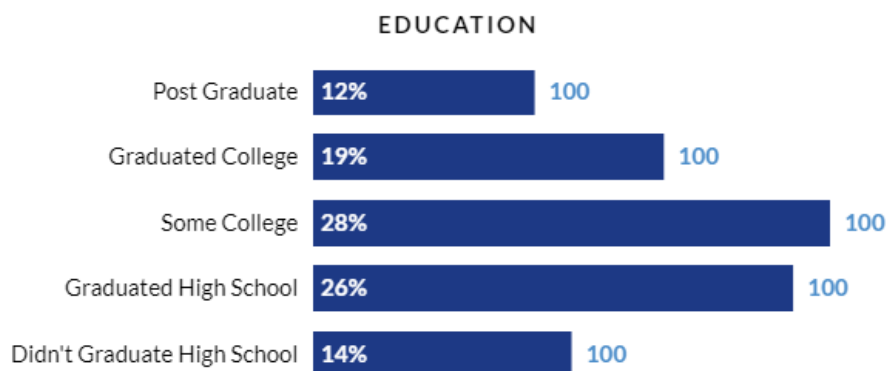
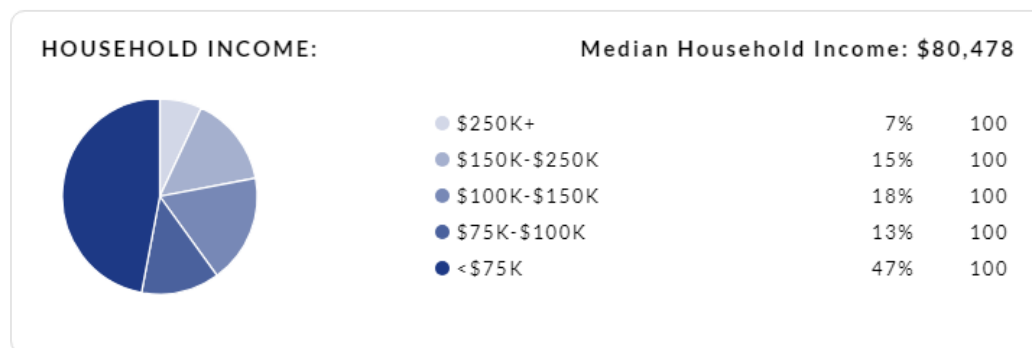
Median Age: 38.5

Race: 61% white, 17% black, 19% other, 2% American Indian or Alaska Native, 5% Asian

Ethnicity: 67% Non-Hispanic, 33% Hispanic

Median household Income: \$80,478

- 63% own a home
- 68% are employed



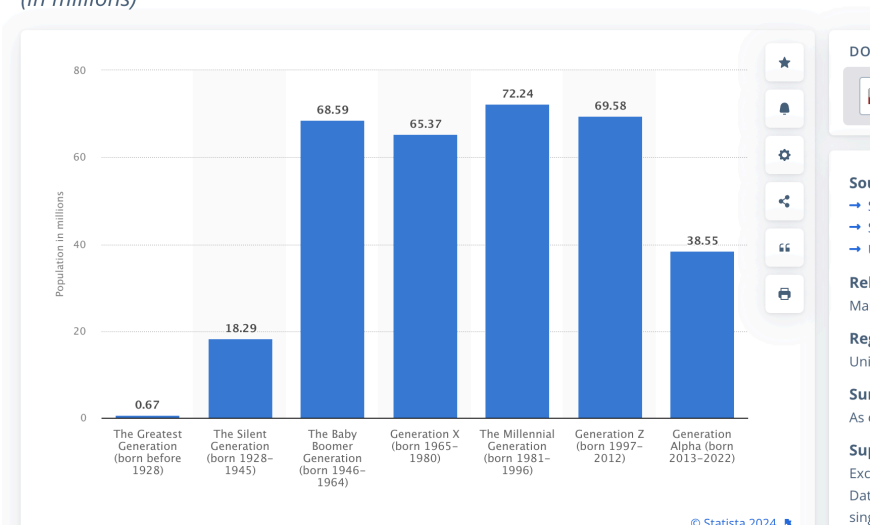
Generation: Millennials (1981 - 1996)

** MRI Simmons associated with Adidas*

- Current age: 28-43 years old

- Median age: 38.5
1. 25-34 - 24%
 2. 35-44 - 22%
 3. 18-24, 45-54, and 55+ - 18%

Resident population in the United States in 2022, by generation
(in millions)



*(Source : *U.S. Population by Generation 2022* | Statista, 2023a)

Millennials are the largest generational group in the U.S. in 2022.

Estimated population of 72.24 million.

Psychographics (Source : Media Culture, 2023 and *U.S. Population by Generation 2022* | Statista, 2023a) :

- Millennials are characterized by their value-driven approach to life
- More likely to support brands that align with their social, environmental, and ethical values.
- Social issues body inclusion, access to sexual health help/care, reducing sexual harassment/abuse, Gender equality, trans rights, LGBTQIA+ pride, Anti-Racism and more
- Leads to the rise of corporate social responsibility in advertising and brand positioning
- Carry high value on experiences over material possessions.
- Are more inclined to spend on travel, dining, and cultural experiences rather than luxury goods

- Experiential spending aligns with their desire for authenticity and personal growth.
- Appreciate creativity and innovation in the products they use and the content they consume.

Connection Millennials and Adidas (Source : Santana, 2023):

- Typical US Adidas customer earns a mid-to-high average income of between \$75,000 and \$99,000, according to [Start.io](#),
- Customers more often than not purchase footwear, which accounted for 55% of Adidas total sales in 2022.
- Sambas and Gazelles are two popular models worn by Gen Z and Millennials for fashion due to celebrity influence

Social Media Behaviors

Millennials appreciate convenience, and will look to social media to satisfy. They look for convenience within shopping, news, filling spare time and staying connected with family and friends. 92% of millennials possess and regularly utilize smartphones, with 48% maintaining constant internet connectivity (Serraino). North American millennials spend on average 2 hours and 32 minutes on social media daily, which is the third highest average for their generation compared to other continents (GWI). Millennials spend most of their time on Facebook, WhatsApp, Instagram. (GWI).

71% of millennials use Instagram. Because of Instagram's convenient shopping platform and a prioritization in visuals, millennials are more likely to spend their time on the platform. According to GWI, 49% of millennials like to see funny content on Instagram, whereas 44% like to see creative content. Instagram is a platform where we see a high number of influencers compared to other social media apps. Millennials like to look at the social receptivity of products and could be taking to Instagram to see what influencers are saying about brands or specific products.

42% of millennials use Twitter. The reasoning for this lower number of millennials on the platform may be due to the lack of visual and audio. Unlike Instagram, which has its own platform version of TikTok called Reels, Twitter lacks. Tweets tend to be just short blurbs, although there tends to be longer tweets now due to X upping character limit for paid users.

On other platforms, 52% of millennials use Snapchat. They take to Snapchat to see funny and creative content (GWI). Due to the high percentage of millennials who use social media to keep in touch with friends and family, 49% (GWI), they may use Snapchat as a means for that purpose. You send quick photos or videos back and forth, or view friends' stories, which gives the feeling of constantly staying in contact.

Facebook is used by 87% of millennials. (GWI) Millennials grew up with Facebook and still consider it their favorite social media platform. (GWI) Millennials use Facebook to engage with funny content and to keep up with people in their social circle.

86% of millennials use YouTube. (Serraino, 2024) A majority of millennials who use YouTube want to see funny and informative content. (GWI) 28% of millennial gamers utilize YouTube for gaming streams. (GWI) 38% of millennials utilize social media to fill their spare time and YouTube is a great platform for long form videos. (GWI)

9% of millennials use TikTok daily. (Serraino, 2024) Millennials use TikTok to watch funny and creative content. (GWI) Live Streaming has become a big hit on the platform with 22% of American millennials tuning into live streams. (GWI)

To understand how many millennial men and women use the six major social media platforms, below is a table that breaks down social media usage by gender:

<u>Gender</u>	<u>Facebook</u>	<u>Instagram</u>	<u>TikTok</u>	<u>Youtube</u>	<u>Twitter</u>	<u>Snapchat</u>
Male	56.3%	51.8%	50.8%	54.4%	63%	48%
Female	43.7%	48.2%	49.2%	45.6%	37%	51%

(Source: Sprout Social, www.sproutsocial.com)

Brand Discovery + eCommerce/Social Commerce

Millennials are an age group of people who were born between the years 1977 through 1995. There are about 87.5 Million millennials in the U.S. Their title of millennial comes from their coming of age during the turn of the new millennium. Because their upbringing was embedded with technology, they tend to be tech savvy compared to older generations, and are more likely to rely on new media like social media compared to older generations. Their technology-reliant behaviors are reflected in their brand interaction habits. According to a study by the University of Southern California, 82% of Millennials use social media to interact with brands or retailers, 49% of them follow their favorite brands on social media, and 38% of them use social media to discover brands. Their heightened online presence makes them a prime consumer demographic for web and social media based advertising.

Millennial shopping behavior is motivated by a balance of personal wants and needs. In the same study, 85% of millennials said they were more likely to make a purchase if it is personalized. Millennials are spending most of their income on education, apparel, services, and transportation. Millennials have some spending money, but they are concerned with saving it too. In a report by GWI, it says that 33% of millennials have been looking for ways to cut costs for bills, and that 20% of them have found a second job to help cover expenses.

With strain on how millennials spend their money, they are concerned with the organizations their money goes to. In the study by the University of Southern California, 87% of Millennials are willing to purchase products with a social or environmental benefit. Additionally, 91% of Millennials have a preference for a brand associated with a cause. Millennials are a cash-conscious and socio-environmentally conscious group of consumers that largely use the internet to interact with brands.

WORKSHEET 3 HASHTAGS + KEYWORDS

Industry Benchmarks

From the perspective of Adidas, retail hashtags relevant to Instagram don't benefit the brand. However, some retail hashtags on Twitter and Tiktok were relevant such as #competition (4.35), #haul (3.73%), and #outfitinspo (3.56%) which were highly rated. Adidas can use the hashtag #competition to encourage others to create content related to the brand, but also display their usage of Adidas products during sports competitions. Through the #haul hashtag, Adidas can encourage sharing recent Adidas purchases which can give a chance to be featured on Adidas's social medias. Adidas can use #OutfitInspo to encourage people to share how they wear their Adidas clothes and shoes for various occasions. This helps Adidas connect with its audience, inspire others with outfit ideas, and showcase its products as stylish and versatile.

Word Cloud



(Source: Talkwalker, 2023).

Brand Search + Talkwalker

Key Metrics:

Adidas has had 138.2K results between 2/10-2/16 with a total engagement of 2.3M. The sentiment around these conversations were fairly positive at 30.1% and 5% being negative. Adidas throughout this time frame had a potential reach of 140.3B.

The positive sentiment is rather consistent with no distinctive spikes. The discussed themes included the high performance of Adidas sneakers, which were viewed more favorably than Nike's previous successes, particularly highlighting the new Harden Vol 8 sneakers. Additionally, there was mention of Adidas collaborating with various UK streetwear brands, as well as discussion about recent releases like the new Superstars shoe that will come out in late February 2024.

There are many spikes of negative sentiment within the week, especially about 3. Themes of negative sentiment include negative comparisons between Nike and Adidas, criticism of the Adidas-designed jerseys for the Indiana college men's basketball team, debates about the quality and pricing of Adidas and Nike products, particularly focusing on the high cost of Adidas shoes, and discussions about celebrities such as Kanye West and Lionel Messi wearing Adidas.

Demographics:

The majority of our audience is male with 68.1% compared to females at 31.9%. Many are in the 25-34 age range at 49.1% with the age range of 18-24 with 38.4%, following that we have 10.7% that are in the 35-44 age range. Individuals are highly interested in sports and apparel however many are interested in a topic beyond the brand. Most speak English at 47.7% but some speak French, Russian, and Spanish. This suggests that most customers are from English speaking countries. When we look at the top occupations of our audience, daily high paying jobs are low which can suggest the majority of the customers have average jobs (46% have other).

The demographics results here don't exactly match up as the ones reported in worksheet #1. In worksheet #1 women were the dominant gender in the target audience.

First 5 Results:

1st <https://www.tiktok.com/@realmadrid/video/7334785235000872225>

A post made by Real Madrid on TikTok which includes a video of a member accepting and praising an Adidas soccer ball, including the hashtag #Adidas. This post has neutral sentiments, an engagement of 315.1K, and potential reach of 39.4M with 2.8M views.

2nd <https://www.tiktok.com/@adidas/video/7335125909881638176>

A TikTok post made by Adidas brought attention to finding the winner of their giveaway of Adidas UCL champions league branded soccer balls. It includes a slideshow of the balls while hyping them up. This post has neutral sentiment, an engagement of 143.6K, and a potential reach of 6.2M with 881.4K views.

3rd <https://www.tiktok.com/@tmz/video/7335108968613793067>

A TikTok posted by TMZ where a reporter asks Kanye West about the end of his partnership with Adidas. Kanye claims that there were issues between him and Adidas before his viral tweets and that brands just want to take advantage of celebs and not take them seriously. This post has neutral sentiment, an engagement of 59K, and a potential reach of 2.9M with 1.2M views.

4th <https://www.tiktok.com/@rap/video/7334859088771304735>

This post is TikTok made by RAP Tv reporting Kanye West's Instagram's post about running into the CEO of Adidas, which shows a photo of them two with a caption wondering if the two will collaborate again. This post has neutral sentiment, an engagement of 58.3K, potential reach of 10.3M with 848.9k views.

5th <https://www.tiktok.com/@resellingsecrets/video/7335986924752096514>

A TikTok posted by ResellingSecrets about height insoles to shoes which feature Yeezy Boosts. This post has neutral sentiment, an engagement of 86.8K, potential reach of 1M with 2M views.

Community Hashtag

One community hashtag for Adidas is #adidasoriginals. The hashtag connects the Adidas community through sharing shoe collections and outfit choices consisting of the Adidas brand. Below is an analysis of how users utilize the hashtag on the top 5 social media platforms.

Platform	Post	Post	Post	Analysis
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Instagram



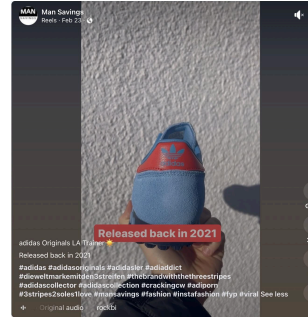
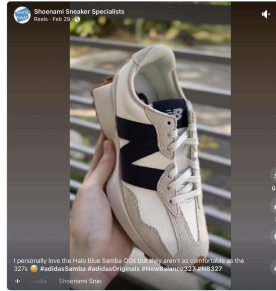
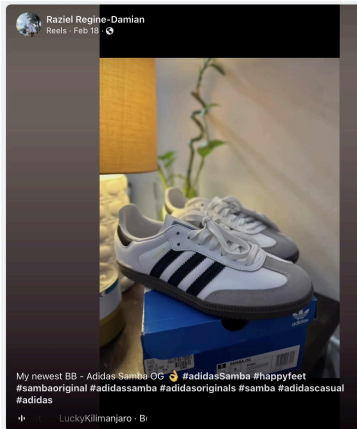
These posts are a mix of shoe collections and outfit ideas featuring Adidas clothing. People in the Adidas community could use this hashtag to gain inspiration on how to style their Adidas clothing for casual wear. The hashtag is used by average consumers and influencers which affected the engagement rate per post. Some posts may include or highlight competitor brands. For example, post #3 highlights shoes from brands other than Adidas because it is a shoe collection.

Twitter



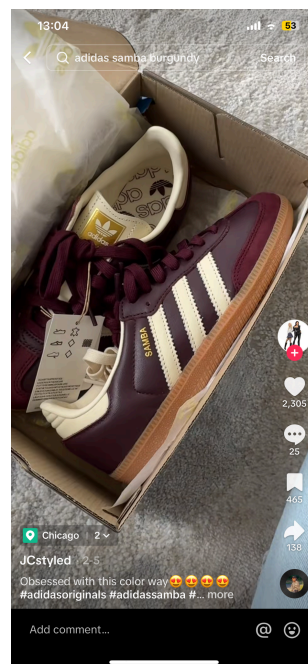
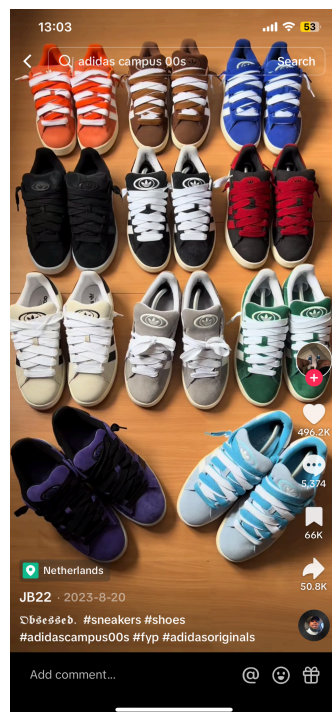
These posts feature users showcasing their new Adidas shoes. These posts do not highlight other brands and are all related to Adidas. The engagement rate on these posts were low due to the Adidas community not utilizing Twitter for shoes.

Facebook

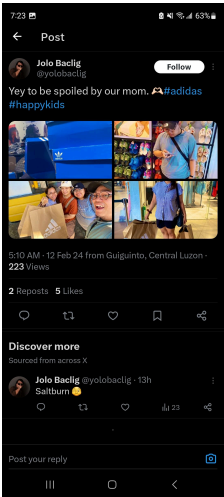
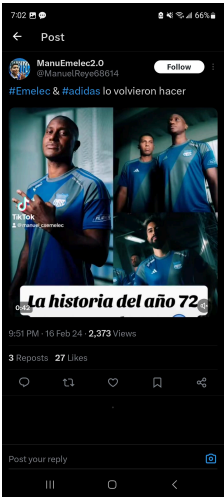

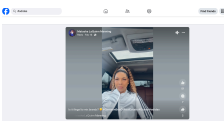
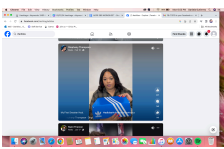


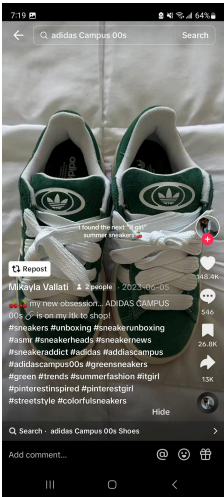
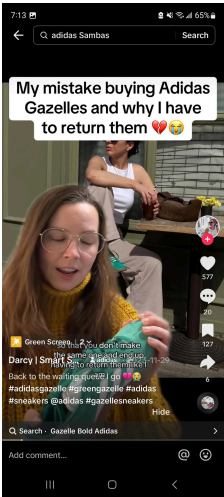
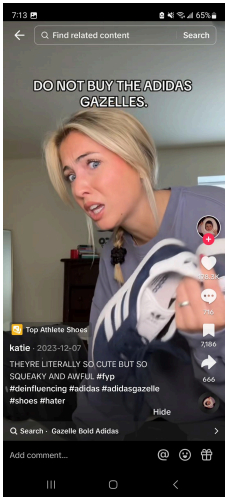
Two of these posts are showcasing Adidas shoes, while one of them is a comparison video. Post #2 is a video comparing Adidas to New Balance. People in the Adidas community could use this hashtag to research a new shoe before they purchase it. The posts had low to medium engagement rates.

TikTok



These posts are a mix of shoe collections and unboxing videos featuring Adidas shoes. People in the Adidas community could use this hashtag to research a new shoe before they purchase it. The posts all have high engagement rates, most likely due to the popularity of short form videos. All posts relate to the Adidas brand and do not feature any competitors.

				that was showing the different kinds of styles Adidas has to offer. And the idea is to get inspiration for your outfits and buy these specific shoes. Even though it's promoted for men, women can also take inspiration and if they like the shoe to purchase. These posts are relevant because it's promoting the user to buy from a vendor, preferably Adidas, these shoes for mainstream fashion.
Twitter				On twitter when searching up the branded hashtag is somewhat relevant to the brand. The first is pictures of a haul from a young consumer getting shoes with his mom, implying his mother got them for him, he is showing off the brand and the shoe. The second post is talking about a soccer player and Adidas, perhaps in collaboration with the player and the brand relevant because Adidas does sell sports equipment and jerseys. The third is also relevant even though not the most pleasant way of supporting the brand, however they do support the collaboration and line that is coming out they are also insulting the people who are criticizing the line/collaboration.
Facebook				Using the brand hashtag the content is for the most part relevant. The first reel portrays a question and a humorous approach of mixing brands in this case guess and adidas

				<p>as the reel goes on she slowly zips up the sweater and adidas is shown in the front of the sweater. Which is relevant to the brand for many consumers who often ask this question. The second video is a shoe haul including the user showing off a new pair of adidas shoes showcasing the product which is relevant for the brand. And the third is from an expensive shoe seller/buyer however it's not relevant because they use the hashtag #adidas but only talk about nike shoes in the video.</p>
TikTok				<p>In the first video that uses the banded hashtag the influencer says that the adidas gazelle makes an annoying sound and the user is not a fan saying not to buy the gazelles, “don’t freaking get them”. The second video talks about the sizing of the adidas gazelles to watch out for men sizing when buying women sizes and how the website does not clarify this in every shoe color and size selection only on a couple and so the user is asking the brand to specify this in every part of the selection process. The third video is an aesthetically pleasing unboxing of the Adidas campus 2000s and is named by the users as the next “it” girl shoe of the summer.</p>

Youtube



Kanye West calls out Adidas for releasing 'fake' Yeezy sneakers...
Page Six
5.4K views • 1 day ago



Korn - A.D.I.D.A.S. (Official HD Video)
KorN
40M views • 14 years ago



THE ULTIMATE ADIDAS GUIDE - Adidas Samba, Gazelle, Cam...
Josh Dominic
356K views • 11 months ago

After searching #adidas on youtube these three videos were the first to appear. The first video featuring Kanye West talks about the way the artist calls out his ex collaborator for copying his style of shoe. Which is relevant to the company activity and the souring relationship between the brand and the artist. Although negative, many consumers care about what is happening between the two. The second is a song from the band KoRn that is not relevant to the brand and its products in any way. And the last post talks about the different styles of shoes Adidas has in more depth. Which is relevant to the brand and will make consumers not only aware of the shoes they have but make the consumer want to buy the shoe.

Campaign Hashtag

The campaign hashtag Adidas uses is #YouGotThis. This campaign is about encouraging its audience to keep going, to keep moving, to persevere, even when it seems like the stakes are against you. Under this hashtag, Adidas posts motivating short story videos to inspire its viewers to push forward in their sport or activity. While this campaign does its job in being emotionally appealing and motivating, the campaign name is weak and generic. “You Got This” is something that anyone can say. It is not trademarked and not exclusive to the Adidas name. Because “You Got This” is an existing phrase, the hashtag is flooded with posts irrelevant to the Adidas brand.

Instagram

The top three posts are inspirational texts meant to motivate you. While these are cute, they have nothing to do with Adidas.



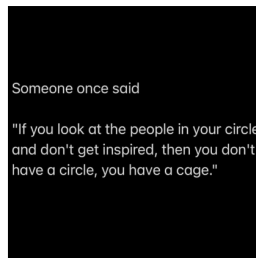
#yougotthis

5,269,731

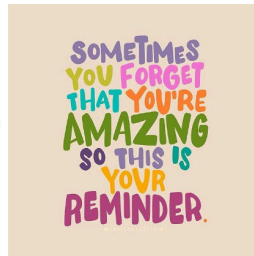
posts

Follow

Top posts



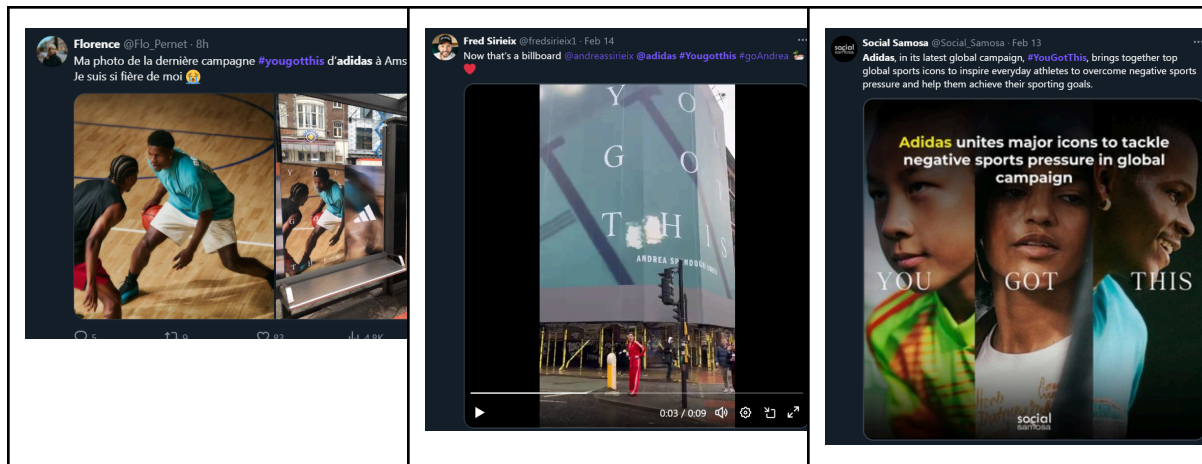
"my feelings are hurt and i need time to process them so i can better communicate with you" is a perfectly valid response & i wish we used it more in moments of conflict



Twitter

Since Twitter has a better search system than Instagram, I searched “#YouGotThis Adidas” to yield results relevant to Adidas rather than generic inspirational posts.

The first post is a photographer whose work is featured in the advertisement. The second post is a shot from someone admiring the athlete featured on Adidas’s billboard, and the third post is from an online blog reporting on Adidas’s new campaign. All of these posts are relevant to Adidas.



Facebook

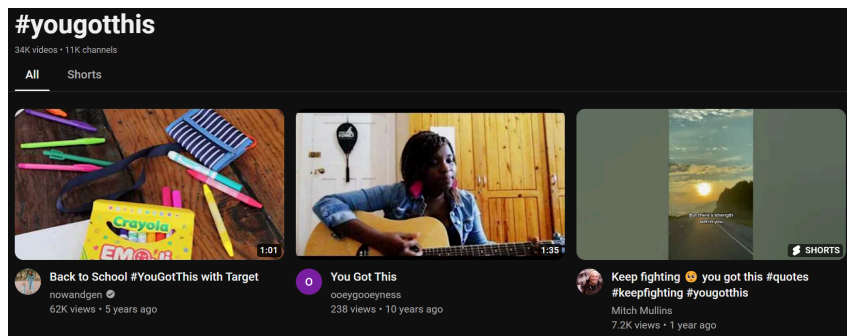
Like Twitter, I searched “#YouGotThis Adidas” to yield results relevant to Adidas.

The first post is from an Adidas enthusiast proudly showing off their new Adidas shoes. The second post is from a visual effects studio who worked with Adidas to create the You Got This campaign short video. The final post is from an influencer advertising Adidas’s shoes.



YouTube

Like Instagram, YouTube's tagging system is not ideal. Under the YouGotThis hashtag, there aren't many videos relevant to Adidas. If you search "#YouGotThis Adidas" on YouTube, the results are lackluster too, with not much relevant content posted by non-Adidas accounts.



TikTok

Like Twitter and Facebook, I searched "#YouGotThis Adidas" to yield results relevant to Adidas.

The first post is from an Athlete who is sponsored by Adidas. In this video, he proudly announces that he is featured on the Vegas Sphere in the partnership with Adidas. The second post is from an admirer of Adidas who films a "You Got This" campaign billboard. The third video is from a TikTok mom who bought matching pairs of Adidas sneakers for her and child. These posts are relevant to the Adidas brand and share similarities with posts made on other social media platforms

- Instagram: @adidas
- Twitter: @adidas
- Youtube: @adidas
- Pinterest: @adidas
- Snapchat: @adidas
- Facebook: @adidas
- TikTok: @adidas
- Twitch: @adidas

In addition to their main accounts, Adidas also has accounts that are dedicated to other areas of the Adidas brand:

@adidasfootball
 @adidasfootballus
 @adidasbasketball
 @adidasoriginals
 @adidasrunning

Adidas has the same handle for their main account across all major platforms, which is just the “ADIDAS” name. Having the brand name as its handle keeps the brand consistent and identifiable. This consistency is beneficial to users who want to search the brand on social media. Adidas also has international accounts that follow the same format as the main one. The format of these handles are @adidas____(name of international city or country.) Having international social media accounts allows Adidas to reach and engage with a larger audience. Having these accounts also means that consumers do not have to understand English to be able to engage with the accounts. Adidas also has verified accounts associated with its products and services, which is also consistent with its main accounts. Adidas has an account with the handle @adidasoriginals, which is dedicated to their line of casual and sportswear clothing. This account follows the same format as the other Adidas accounts.

Audience Size & One Month Follower Change:

Platform	Followers (Feb 2024)	Difference (30 days)	Grade
Facebook	41M	(N/A)	(N/A)
Instagram	28.8M	175.29K (+311.6%)	A
Twitter (X)			B
@ adidas	4.3M	2.818K (-412.8%)	
@ adidasUS	997K	1.464K (+45.2%)	B
YouTube	1.17M	40K (+300.0%)	B-

TikTok	6.2M	100K (+0.0%)	B+
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*Other platform's informations are not available
(Source: Social Blade 2023, www.socialblade.com).

Instagram: Adidas following since Jan 2024 has slowly been increasing. According to Social Blade reports, in this month alone there has been a steady increase and then a minimal decrease (Feb 24-26) and then another increase (Feb 26th & on). The brand has a daily average of +6,169 followers.

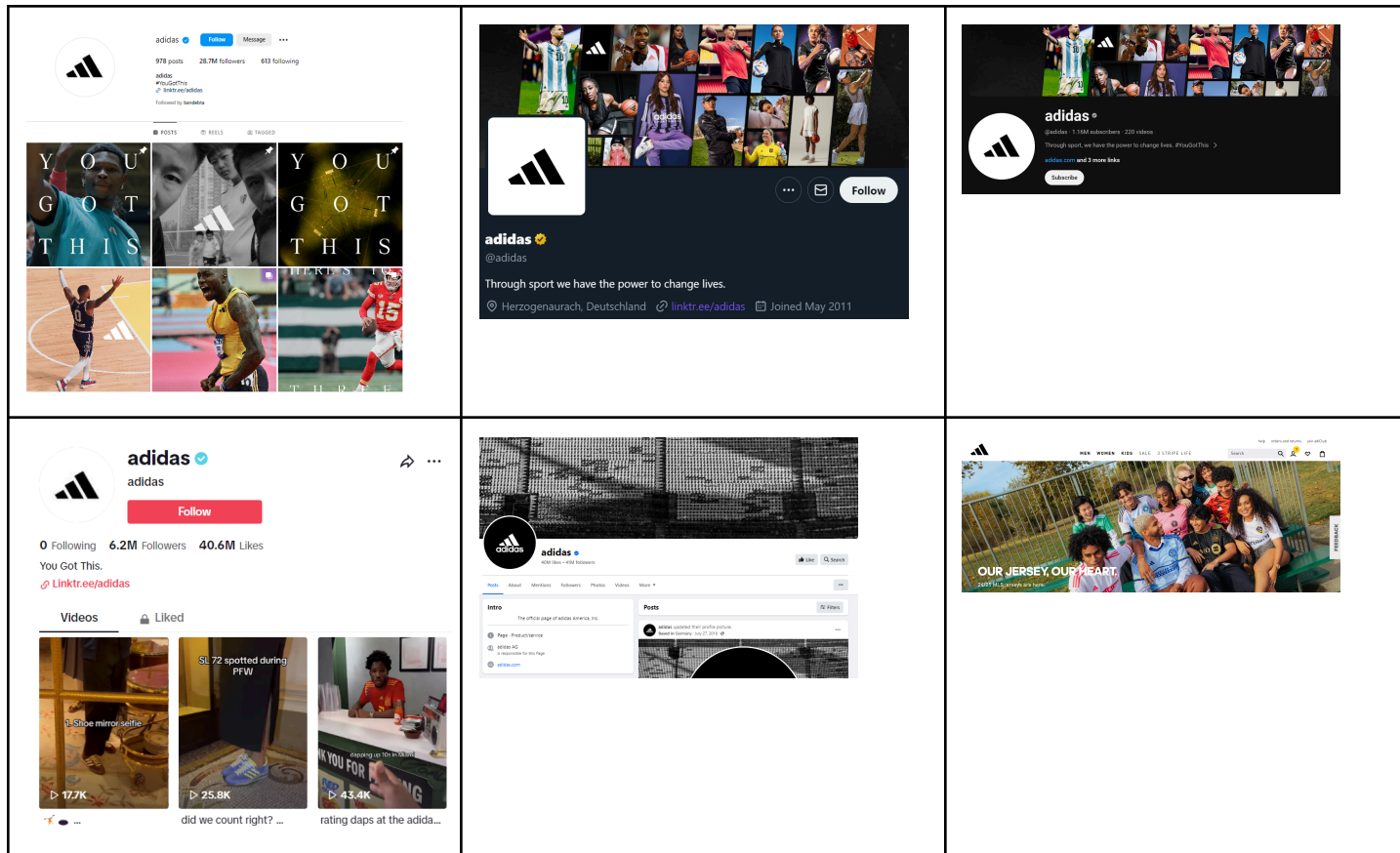
Twitter (X): In regards to the main Twitter account, it has been losing followers since Jan 2024 and slowly and barely increasing in Feb 2024. The brand has a daily average of +93 followers. There is no significant change to conclude.

YouTube: Since Jan 2024 and going into Feb 2024, Adidas has been gaining steady subscribers on the platform. The brand has a daily average subscribers of +1.33k and a weekly average subscribers of +9.33k.

TikTok: On this platform, Adidas has a steady increasing following since Jan 2024. The daily average is +3,334 and there is no significant change to conclude.

Profile Branding

Overall I would say that Adidas is consistent in its branding. They use the same black three stripe logo with a white background, and use photographs of athletes to decorate their page. Their Instagram, Twitter, TikTok, YouTube, and website all use this logo, with the exception of their Facebook page, which has not been active since 2018. Similar to the profile picture, their headers are consistent on platforms that support them, specifically YouTube and Twitter. The biographies and links could be more consistent. On Instagram, it's their current campaign hashtag “#YouGotThis,” while on TikTok it simply says “You Got This.” On Twitter, their bio is “Through sport we have the power to change lives.” YouTube, it's a combination of the Twitter and Instagram bios. I think it would be better if when Adidas enters a new campaign, they update their bio consistently in each platform. Their links are confusing as well. On TikTok, Instagram, and Twitter, they have a shortened linktree that leads to their YouTube page. And then their YouTube page links to adidas.com. If I were in charge of their social media profiles, I would replace the linktree links with Adidas.com. I think it would look better, and people would know exactly where they are going when they click the link. Adidas is mostly consistent throughout their social media profiles, but there are a couple steps they could take to unify their branding.



Engagement Rate Analysis By Platform

Platform	Adidas Engagement Rate	Avg. Engagement Rate Per Platform Avg Retail Rate: 0.05%	Analysis
Facebook	0.07%	0.15%-0.30%	<p>- Adidas is doing better than the industry retail benchmark of 0.05% by 0.02%.</p> <p>- However, it lacks when compared to Facebook's average (<i>it varies</i>).</p>
Instagram	~ 0.57-0.63%	0.70%	- Adidas's instagram engagement rate falls

			below the average, however it is pretty close to the average. The brand should work to keep increasing this average. <i>(The avg. for instagram varied based on sources).</i>
Twitter (X) @ adidas @ adidasUS	0.001% 0.20%	0.05-0.10%	<p>- Adidas's main handle performs poorly to both the retail industry benchmark and Twitter's average engagement rate. It is non-existent.</p> <p>- However Adidas's US specific Twitter handle outperforms when compared to both averages (by almost double) This could be that this account tailors more content to the US audience.</p>
YouTube	0.60%	0.20%	- Adidas is doing very well on YouTube compared to both retail and Youtube avg benchmark, 200% bigger in fact.
TikTok	1.58%	2.65%	- Adidas's TikTok engagement rate falls below the average, however it is pretty close to the average. It should be advised to keep increasing this average.

***Again, the Adidas company has many twitter accounts/handles for various sports, etc.**

(Sources: Social Insider, Rival IQ, Phlanx, Social Status)

Content Analysis

The 5 main platforms we will be focusing on are Instagram, X (Twitter), TikTok, Facebook, and YouTube. On Instagram the content activity seems to be bi-weekly there is a new post. The first two posts (in the table) were posted a day apart from each other and the third was done at the beginning of March. The Instagram account isn't updated daily. However, the message on Instagram seems to be encouraging and promoting athletes when they are performing in their respective sports and also highlights their care for communities as they are teaching/mentoring the youth as we can see in the first two posts with athletes like Grant Holloway and Damian Lillard. The first post being a video highlight tagging the athlete and the second post being a photo with hashtag #adidasbasketball in the description. This in turn can encourage and inspire consumers who might be interested in sports like track and basketball that they too can go to this level of excellence in their desired sport. The third post, a video, is a bit different than the first two; it highlights black women's lives creating change in their community with the hashtag #HBE —Honoring Black Excellence—which can attract a bigger audience because Black History Month was recently and people are still talking about it. In terms of engagement, the comments on Instagram are for the most part negative under the posts as it seems many Kanye West supporters are boycotting the company for selling “fake Yeezys” in light of recent controversy and these messages are flooding the comment section.

On X (Twitter) the content activity is a bit more consistent. There will be a post every few days. These three posts were all posted within a week of each other and even though most are retweets from their affiliate's accounts it still shows the brand consistently engaging on the platform by retweeting and replying to accounts. The difference here is that the first post and most recent post in video format is promoting the collaboration between Adidas and Roblox encouraging consumers who play the game to buy the skins and accessories for the game. The second and third posts are related to sports, welcoming a newly signed soccer player Lamine Yamal in Spanish in a way to show camaraderie and respect towards the athlete who is now a part of Adidas' ambassadors who is also a big upcoming star in Spain in photos. The third focused on Noah Lyles who was attending and competing in the world's indoor track championships and Adidas is responding in an encouraging tone to one of their signed athletes also in video format. The comments on these posts are somewhat similar to Instagram where consumers and supporters of Kanye West are flooding the comments with #Don'tBuyAdidas and Kanye gifs.

On TikTok adidas posts are different from Twitter they are much more engaged on the app and are more in the moment. Meaning that they aren't only focusing on promoting and following athletes they are more engaged with the younger generations and following trends or events currently. All the posts under the TikTok account were videos lasting under a minute; they were more personal and aesthetically pleasing. Recently it was fashion week in


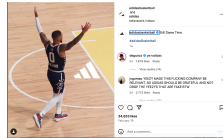




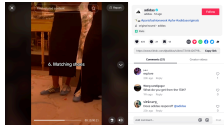
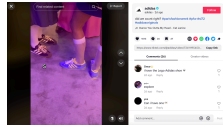

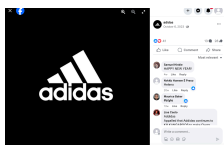
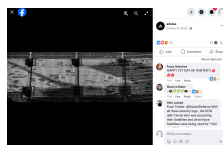
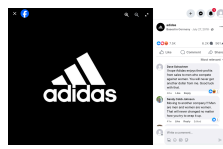

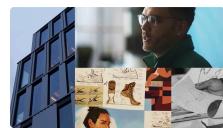

Europe. The most recent post follows Adidas ambassadors at different fashion events. And it shows highlight reels of the evening. The second post seems to be at the same event and they are counting the Adidas shoes they find the guests wearing at the event. The hashtags used like #parisfashionweek are broad enough to bring more people to see the post. The third post is where the consumer is no longer following fashion week but is in the Adidas Futbol Society event with the hashtag #Miami to attract more people to see the post. We see a lot of merchandise from shoes to apparel that Adidas is selling at this event. The consumer engagement under the posts is moderate, there aren't Kanye references and most users want to buy the shoes that are shown.

On Facebook it seems as though the brand has moved away from this platform; the most recent posts were from October of last year. All three posts were still images. The first and third posts are the same post however the only difference is that again one was posted last year and the last one was posted five years ago. The second post was posted in October of last year and it's a black and white photo of empty seats at a stadium. It is very different from the last few platforms we have seen. And the user engagement does not involve much interaction. And the comments even though they don't talk about the recent scandal they are not talking about the brand at all and if they are it is negative in the materials used to make shoes.

Lastly on Youtube at first glance, the content is in a longer format ranging from 3 to 15 minute videos with a specific purpose. The videos are posted within a few days of each other so the brand is currently active on the platform. The first video they are "Honoring Black Excellence" highlights Wanda Cooper Jones who was the mother of Ahmaud Arbery who was shot while on a jog in 2020 she started the Ahmaud Arbery Foundation for black boys to run freely and created a conversation on mental health and well being for the community. The second video is a course essentially with designer Aric Armon and Dr. D'Wayne Edwards on the potential creativity, and real-world skills to create tangible outcomes for people interested. The final video is an interview between two Spanish athletes Ana Peleteiro and Desirée Vila on their successes and struggles at competitions as a triple jumper and a paralympic athlete and a former acrobatic gymnast turned track athlete, respectively. Overall, the content on YouTube is much more in-depth and intriguing to watch. It isn't a constant promotion of buying products but it's more about people and the people that are connected to Adidas. In terms of engagement there are zero comments on all three posts however in views there are close to a thousand per video in the short time they have been out.

After analyzing each platform's content it seems as though Adidas is consistent on TikTok, YouTube, and Instagram and not as much on Twitter and Facebook. And for the platforms that they are active on, the content isn't always being recycled in terms of visuals. The content stays the same but the way that it is presented is different in every platform which is good. There is variety for the consumer if they are interested in sports, fashion,

technology, social issues, and the list goes on. Their use of hashtags are relevant to their content and their brand voice is for the most part encouraging to their followers and ambassadors. Always showing pride and respect through descriptions of the post and giving enough information to the consumer on what the post is about. However, Adidas' most recent controversy is hurting their consumer engagement—and the brand—especially in the comments as many users are not pleased with what they are doing and they are trying to get their voices heard by the brand via social media this displeasure and this might influence other consumers online if they see the comment section and not only the content.

Platform	Post 1	Post 2	Post 3
Instagram			
Twitter			
TikTok			
Facebook			
Youtube			

Competitor

The competitor we are looking at is Nike. Below are the results of Adidas and Nike's RivalIQ head-to-head reports:

Instagram Analysis

	<u>Adidas</u>	<u>Nike</u>
Followers	28.9M	307M
Posts Per Day	0.14	0.29
Engagement Per Post	78.2K	414K

(Source: Rival IQ, www.rivalIQ.com)

Key takeaways from this report:

- Nike has 5x more engagement per post than adidas.
- Nike has 11x as many followers and higher engagement than Adidas.
- Adidas has a higher engagement rate than Nike despite having less followers.

TikTok Analysis

	<u>Adidas</u>	<u>Nike</u>
Followers	6.2M	6M
Posts Per Day	1.21	0.43
Engagement Per Post	12.6K	46.3K

(Source: Rival IQ, www.rivalIQ.com)

Key takeaways from this report:

- Nike gains 3.7x more engagement per video than Adidas.
- Nike gain 3.9x more views per video than Adidas

- Adidas has around 200k more followers than Nike, but has less engagement.

Twitter Analysis

	<u>Adidas</u>	<u>Nike</u>
Followers	4.39M	10.1M
Posts Per Day	0.07	0
Engagement Per Post	169	0

(Source: Rival IQ, www.rivalIQ.com)

Important takeaways from this report:

- Nike has almost 6 million more followers than Adidas
- Adidas has received more engagements per tweet. Nike hasn't tweeted at all in the past two weeks.
- Adidas' tweeting activity of 0.5 days a week is better than Nike's.

Facebook Analysis

	<u>Adidas</u>	<u>Nike</u>
Followers	40.9M	37.2M
Posts Per Day	0	0
Engagement Per Post	0	0

(Source: Rival IQ, www.rivalIQ.com)

Key takeaways from this report:

- Adidas has more followers than Nike.
- Adidas has not posted since 2018. The profile picture and cover photos were updated on October 6, 2023.

- Nike also has not posted since 2018. The profile picture and cover photos were updated on October 5, 2023.

We learn that Nike has a more effective social media strategy than Adidas. Adidas posts more than Nike, but does not make content that is engaging to their audience. Nike posts less but makes content that is valuable to their audience.

WORKSHEET 5 STYLE GUIDE

Brand Mission & Values

Adidas' mission is "To be the best sports brand in the world." (Adidas, 2024) The purpose of the brand is to change lives through sport. Adidas offers the best service and experience to their consumers in a way that is sustainable. Adidas plans to reach climate neutrality by 2025 which supports their values of sustainability.

Social Media Profiles

Below are the links to Adidas's main social media accounts:

- Instagram: <https://www.instagram.com/adidas/>
- Facebook: <https://www.facebook.com/adidasUS>
- Twitter: <https://twitter.com/adidas>
- Youtube: <https://www.youtube.com/@adidas>
- TikTok: <https://www.tiktok.com/@adidas>
- Snapchat: https://www.snapchat.com/add/adidas_global
- Pinterest: <https://www.pinterest.com/adidas/>

All social media accounts are required to have the handle "adidas." Affiliated adidas accounts may have other terms in the handle relating to subject matter, but must have

“adidas” as the first word. Including the company name across social media accounts makes the brand easier to identify for consumers.

Audience Persona

The majority of Adidas’ audience is millennials. Millennials value sustainability and have a negative attitude towards products that harm the environment. On Youtube, Adidas targets this audience by posting long form videos highlighting their sustainability efforts. Millennials also value mainstream fashion and are swayable shopaholics. Adidas targets this part of the audience on TikTok and Instagram where they post content of the latest clothing releases.

Brand Voice:

Adidas’s brand voice is motivational, empowering, and timely. The brand always strives to highlight endless capabilities and accomplishments of athletics and regular civilians. The brand encourages its audience to pursue their passions and accomplish anything, both off and on the stage they perform on. Adidas recognizes different cultures and regions as well, while staying up to date with sport events and trends. Adidas is engaged with the world and the greatness that we accomplish on it.

There are no distinctive adjectives used by Adidas, however language must abide by the brand language rules. So they use adjectives related to empowerment and motivation.

Grammar & Terminology

Adidas will begin a sentence with capital letters and use proper grammar and punctuation. The only time adidas does not start a sentence with a capital letter is if the beginning word is ‘adidas’. They will directly use someone's handle in place of their name. For example “@pharrell’s latest exploration of the Samba”. Captions such as on Instagram, tend to speak in a welcoming-motivational tone using words such as “explore”, “embrace” and “encounter”. As well as use descriptors such as “original” and “legendary”. Their speech pattern tends to be very formal and has a serious tone. There is no jargon or popular terminology/slang used. Some CTA terms Adidas uses (Adidas, 2024):

- “Ready?”
- “Available now”
- “More info in bio”
- “Check out”
- “Make it yours”

Brand Language Use

Trademarks: Adidas has 221 registered trademarks, here are some examples (Gerben, 2024):

<ul style="list-style-type: none">● ADIDAS CLIMA SERIES● RUNFALCON● DURAMO● ADIDAS FOUNDATION● A● STRUNG● REPETITOR● Logo #1● Logo #2● PUREMOTION● TWISTWEAVE● TWISTKNIT● ENERGIZED STABILITY● AIRCHILL● FUSSBALLLIEBE● CYBERSONIC● UBERSONIC● WONDERWAVE● BUBBLECOMFY● DROPSET● MOVE FOR THE PLANET● CONEXT● MONOFIT● ADISTRONG	<ul style="list-style-type: none">● FUSSBALLLIEBE● PRECISIONSHELL● FUTURECRAFT● ADICOLOR● HYDROTERRA● AVRYN● NOTHING LEFT BEHIND● LEP● Logo #3● TIRO● TUBULAR● SOLARGLIDE● SOLARDRIVE● SOLARBOOST● CAMP FOUR● ADI DASSLER● NMD● ADIPURE● ADICROSS● POWERPHASE● ULTRABOOST● FREERIDER● SOLARBLAZE● ADISTAR
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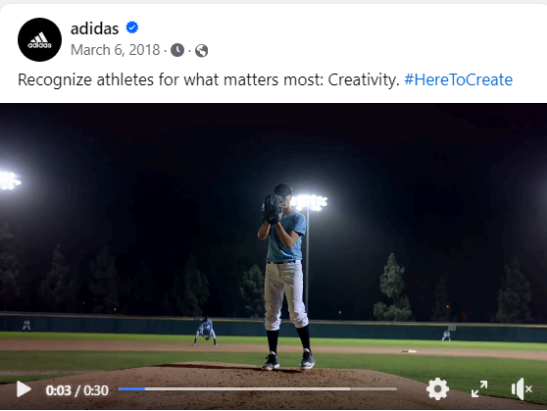
Acronyms: Capitalize all acronyms and only add periods between each letter when such acronyms are normalized that way. Ex: FIFA not F.I.F.A

Capitalization: Capitalize all names of athletes, cities, shoe models, and sports events. Capitalize full words only for emphasis. Proper grammar rules for sentences should be followed unless stated otherwise.

Language: The language used should be empowering, motivational, compelling, and exciting. Use world languages for translations of messages/captions when needed.

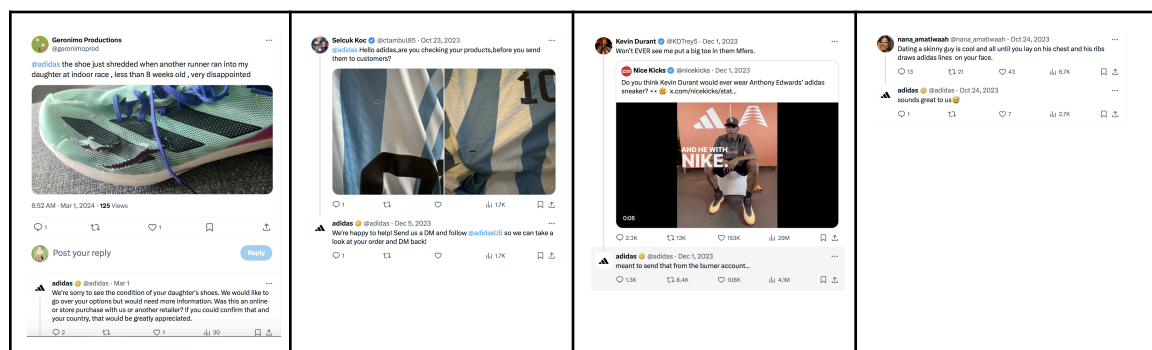
Formatting

	Format	Structure of Post	Example
TikTok	Short-form Video	The structure of Adidas's TikTok posts is an entertaining, sometimes humorous video under 60 seconds relating to Adidas, with a short caption between 1-2 sentences followed by selective hashtags	
Instagram	Photo, Photodump/Carousel, short-form video, video	Adidas's Instagram posts are usually either a photo, carousel, or a video under 60 seconds. Adidas varies their post formats on Instagram. They have the media (photo/video) and a short caption that is 1-2 sentences (but may be longer in some cases) followed by selective hashtags.	
Twitter	Text, photo, video, GIF	On Twitter, Adidas posts photos or short videos under 3 minutes long. They have lengthier, in-depth captions that highlight key events and athletes. They tag the athletes and include relevant hashtags	
YouTube	Video	On YouTube, Adidas posts longer-form videos that are under 10 minutes long. These videos can include PR, advertising campaigns, tutorials, and miscellaneous Adidas content. The descriptions of the videos do not shy away from length and detail of the content compared to other platforms	

Facebook	Text, photo, video	Adidas's posts on Facebook Are similar to Instagram: A short caption of 1-2 sentences (though may be longer) and some relevant hashtags. A notable difference between Facebook's videos versus Instagram and TikTok is that Facebook may have horizontally optimized content	
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Customer Interactions

When it comes to customer interactions Adidas comes in two ways as can be seen in the chart below. When customers are posting problems they have with their purchases of footwear and/or apparel, Adidas replies with an understanding tone and is quick to direct customers to direct messages and asks for their order numbers and other information to help them. Responses for the most part are professional. The second way of responding to consumers is seen in the last two examples in a witty and quick tone meant to be playful. Sometimes using colloquialisms, emojis, and all lower case sentences to get their message across. This sometimes evokes different reactions from consumers. Adidas responses are quick witted and encouraging for the most part.



Competitor Interactions

Adidas, as a brand does not engage with competitors to keep the atmosphere friendly, respectful, and in healthy competition with other brands. We tend to stick to the mission and values of the brand within the content strategy. When approaching trends and related topics to the brand we intend to use brand specific wording, emojis, hashtags and tags. Furthermore,

if we were to interact with competition we would be in a lighthearted witty response to keep users intrigued and entertained without causing harm.

Hashtag & Emoji Usage

Brand specific:

#adidas - Adidas uses this tag on every TikTok post

#adidasbasketball - Used by Adidas in a post about basketball, especially one featuring a celebrity athlete

#adizero - Used in posts where the featured athlete wears Adidas's Adizero line of shoes.

On Instagram and Twitter, it is best to be selective with what tags are used in the post. Too many hashtags and the caption loses its power because the message is muddled with random tags. Embedding the hashtags within the caption message looks clean and natural. On TikTok, Adidas should still be selective, but there is more flexibility with hashtag usage because TikTok does not require you to scroll through an entire caption before moving to the next video. Something else to consider is that many platforms are moving away from hashtags and focused instead on keywords and phrases. To take advantage of this, Adidas should include these key phrases in a caption in a way that feels natural to the content, rather than forced into the caption for reach.

Campaign specific:

#YouGotThis - When it comes to hashtags in a bio, less is more. Cluttering the bio with more than a couple hashtags looks messy and unprofessional. It lacks focus. Adidas does the right thing by only including one hashtag in their bio - their current campaign hashtag. In fact, the only words in their bio is the hashtag. In my opinion, I believe a couple words adding context to the hashtag will make it more relevant to the profile visitor, but the bio still works with just the hashtag in it. However, because the hashtag is so generic, Adidas-specific content gets lost in the sea of generic motivational posts. I would make a suggestion to Adidas to create a campaign hashtag that is unique to Adidas and interactive so that fans can participate in it and generate conversation.

Emoji usage: 🏈🏆🏃🏈🎯🐾💪

Too many emojis looks like a child got ahold of their parent's phone and discovered what emojis are. Like hashtags, it is best to be selective and relevant with which emojis are used. Emojis can enhance the mood of a conversation or caption to add pizzazz and keep it from sounding dry. Adidas does an excellent job in its emoji usage by using them the right way- relevant and message-enhancing. For example, when posting about the Super Bowl, Adidas uses the football and trophy emojis in their captions. Adidas also uses emojis to

signify status and strength, like a goat emoji for the G.O.A.T or a flexing arm emoji for power. Adidas uses emojis in an effective way.

Visual + Design Guidelines

adidas STYLE GUIDE



Other/Misc.

Only real-life photos or videos posted. Minimal graphics. Dramatic filters are avoided, with the exception of monochromatic filters. Bold and expressive text can be overlaid on the image. Image colors stick mostly to neutral tones with an occasional brighter color for flare.

Here is the Instagram View:



Adidas's Social Media Banner:



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