

Memo 3



Forquer Consulting, for Nike Women

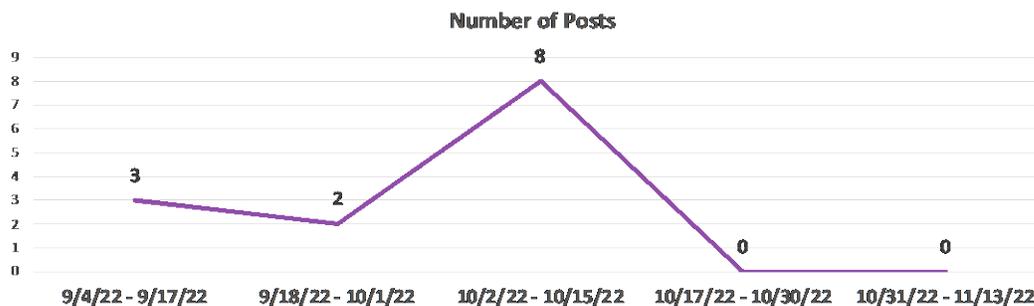
To: Nigel Powell, Chief Communications Officer, Nike
From: Eryka Forquer, CEO
CC: Sonia Bovio, Nikki McClaran
Date: October 15, 2022
Re: Bi-weekly research report for October 2 – October 15, 2022

Overview

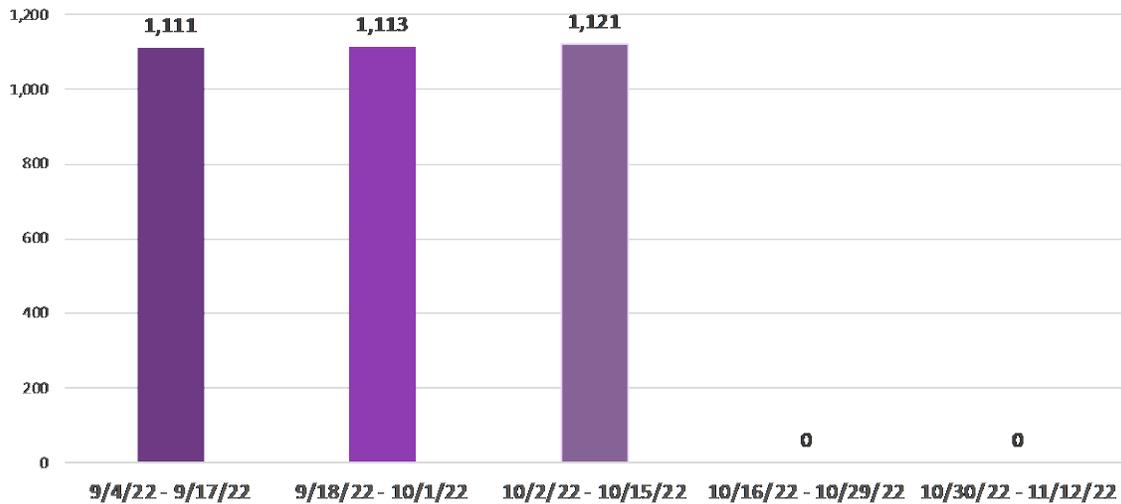
For the period of October 2 – October 15, 2022, the team evaluated the quantity and quality of Nike Women's Instagram posts. The number of posts increased from two to eight since the last report, resulting in a 300% increase. Users continued to leave comments on the brand's posts regarding women in Iran and Nike's use of kangaroo skin to make leather football shoes. Former Olympians including @nicolina_cruzzz, @realshellyannfp and @leticia bufoni promoted the brand's apparel in Nike Women's Instagram posts.

Nike Women's Instagram Account (@nikewomen)

As of October 15, 2022, Nike Women's Instagram account has 7,227,858 followers and a total of 1,121 posts. The brand shared carousels and video reels that earned a total of 29,048 likes and 815 comments. Although the brand posted more frequently, the account saw a 96.69% decrease in the number of comments. The brand's account also saw a 0.08% decrease in followers since the last report.



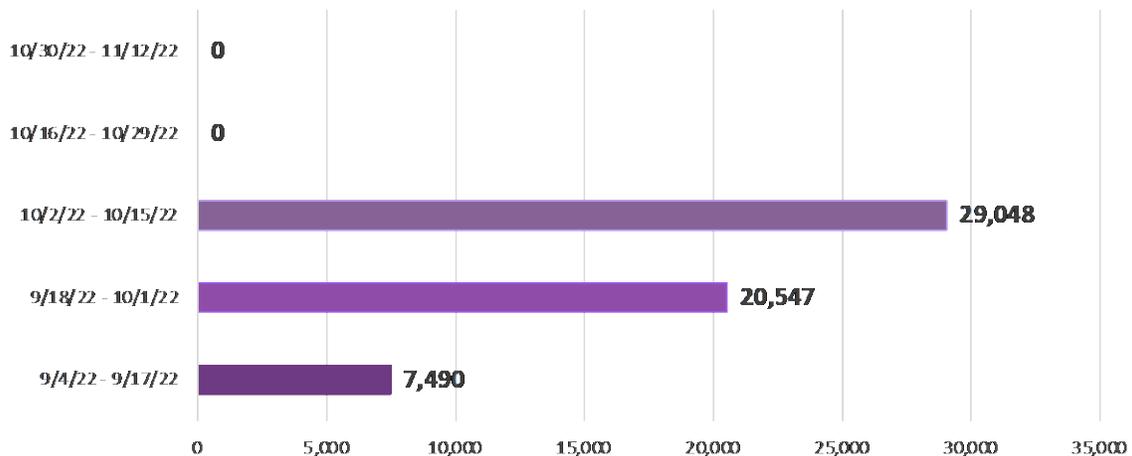
Bi-Weekly Total Posts



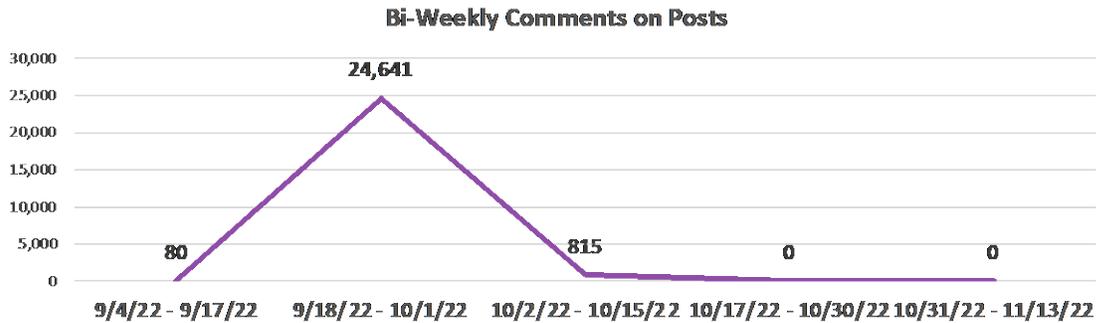
During the 14-day reporting period, Nike Women posted eight times on its Instagram account. The brand promoted its Nike Forward apparel collection and Yardrunners shoe collection. Nike Women also posted a video reel of former Olympians speaking positive affirmations while wearing the brand’s clothing. Three posts during the reporting period also featured professional athletes and former high school athletes. The brand focused on promoting its Yardrunners shoe collection and dedicated three posts to the collection.

Since the last report, there was an increase in post volume by six, which resulted in a 300% increase. The brand posted eight times during the reporting period, resulting in 1,121 total posts on its Instagram account. This was a 0.72% increase of total posts from the last reporting period. The brand shifted from only promoting its apparel during the last report to promoting athletes, shoes and apparel during this reporting period.

Bi-Weekly Posts Likes



The eight posts during the reporting period earned a total of 29,048 likes, which is a 41.37% increase from the 20,547 likes from the last report. The post that earned the most likes was a carousel that promoted a new shoe from Nike’s 2022 Yardrunners collection. The post, which received 5,843 likes, features the shoe’s designer @slaylynnn. The post that received the least likes was a video reel that promoted the brand’s Air Deldons, which were designed by professional basketball player Elena Delle Donne. The post received 1,388 likes.



During the evaluation period of October 2 – October 15, 2022, Nike Women’s Instagram received 815 comments. Even though the account had a 300% post increase since the last report, the number of comments decreased by 96.69%. The comments left by users continued to center around women in Iran and Nike’s use of kangaroo skin for its products. The trending hashtags during the reporting period were #mahsaamini and #nikekangarooassacre. The brand did not address comments on either issue.

Although most comments revolved around Iran, the brand also received positive comments about its products. The three posts promoting Nike’s 2022 Yardrunners collection garnered positive feedback. One of the captions on the post, which was “If you’re a graduate, current student or fan of an HBCU, drop the name of your school in the comments [👇],” prompted users to respond.

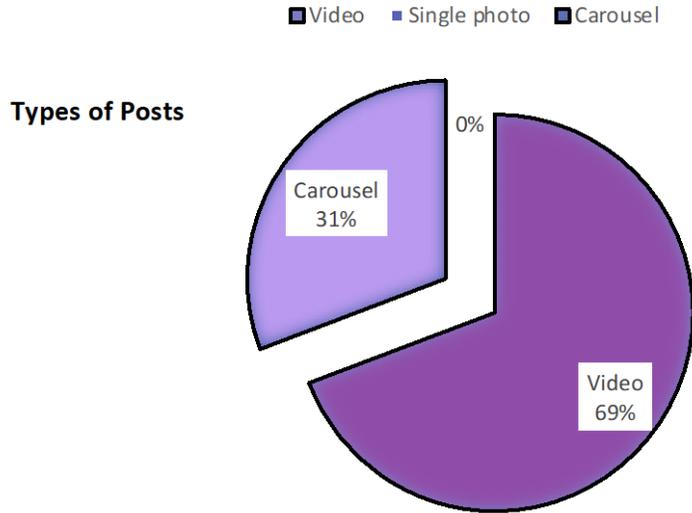


Figure 2: Positive comments like on Instagram post that promotes the Nike Yardrunners collection.

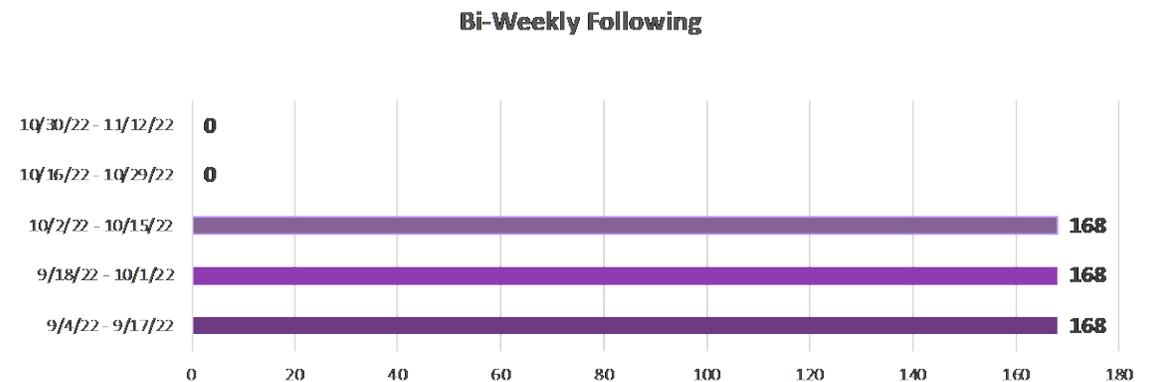
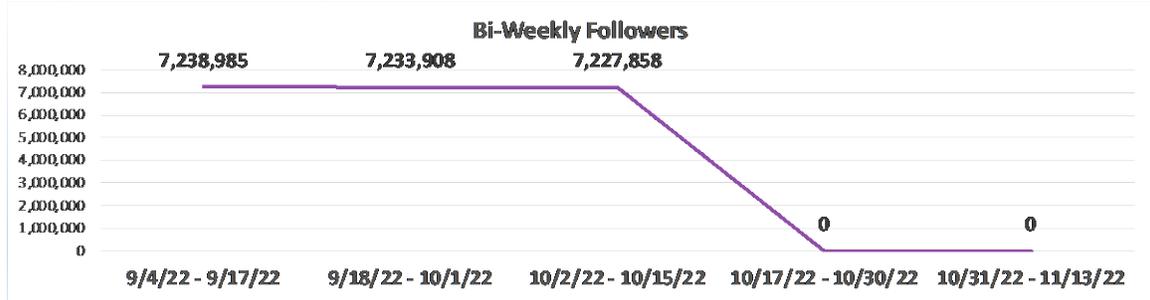


Figure 1: Captions left on Instagram post.





During the two-week period, Nike Women posted six video reels and two carousels. The six video reels earned a total of 1,986,200 views and the two carousels earned a total of 8,575 likes. The two carousels featured gold medalist Nicky Nieves and a new shoe collection at Nike. During the last reporting period, Nike Women also posted two carousels. The posts, which promoted the Nike Forward collection and the brand’s sports bras, earned a total of 20,547 likes.



As of October 15, 2022, Nike Women’s Instagram account has 7,227,858 followers, which is a 0.08% decrease from the number of followers during the last report. The number of users that Nike Women’s Instagram account follows remained the same during this two-week period and the last report.

The research team will be closely monitoring and evaluating Nike Women’s Instagram account during the upcoming two weeks. Nike Women’s Instagram account will benefit



from posting video reels of upcoming shoe collections and carousels that promote the brand's apparel. The brand's Instagram account will also benefit from featuring and tagging professional athletes in its posts.

