



**NIKE WOMEN**

## Target Audience Report

### Introduction

This report identifies the strengths, weaknesses, opportunities and threats of Nike Women's communication strategies. The brand's stakeholders, influencers and target audience are also identified. The report concludes with two audience personas that exhibit characteristics of Nike Women's target audience.

### SWOT Analysis

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Nike Women is perceived as a brand that has products for a diverse range of body types, and not just athletes</li><li>• Nike Women is perceived as an inclusive brand on Instagram</li><li>• The brand strategically promotes its collections with professional athletes on Instagram</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Nike Women is only active on one social media platform, which is Instagram</li><li>• Lack of consumers that follow the brand on Instagram</li><li>• Reports indicate that the brand is consecutively losing followers on Instagram over the last 10 weeks</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• The brand can utilize social media to increase awareness of its values and mission</li><li>• Partnerships with female athletes on Instagram</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• The brand's competitors, including Adidas Women, are more active on social media</li><li>• Other athleisure brands are producing gender neutral products</li><li>• Interest groups speaking out against Nike's use of kangaroo skin</li></ul>



## Strengths

Nike Women's content on Instagram reinforces the brand's commitment to inclusivity. In a survey conducted by the researcher, 85.71% of participants agreed that the brand has products for a diverse range of body types (Forquer, JMC 436 Assignment 4, 2022). Additionally, 89.29% of participants agreed that the brand provides products for everyone, not just athletes (Forquer, JMC 436 Assignment 4, 2022).

The survey also found that Nike Women is inclusive in its Instagram content. In the survey, participants were asked whether they feel represented in terms of body image, gender, race/ethnicity and athleticism. Most participants felt represented in each aspect. Of the 26 participants who responded, 65.38% felt represented based on body image, 92.31% felt represented based on gender and 92.31% felt represented based on gender/ethnicity (Forquer, JMC 436 Assignment 4, 2022). In regards to athleticism, 73.08% of participants felt represented (Forquer, JMC 436 Assignment 4, 2022).

Nike Women promotes its apparel and footwear collections with athletes on Instagram. The brand frequently promotes its Serena Williams Design Crew collection, which consists of apparel and footwear designed by the former tennis player Serena Williams. During the 10-week period where the researcher analyzed the brand's Instagram, Nike Women shared a video reel and carousels that promoted different looks from the collection (Forquer, JMC 436 Memo 1, 2022). The brand heavily promotes the Serena Williams Design Crew collection when new products are released.

## Weaknesses

Many consumers are unaware that the brand has separate social media accounts from Nike and do not follow Nike Women on any social media. In a survey conducted by the researcher, 0% of respondents followed the brand on Instagram, YouTube or Facebook (Forquer, JMC 436 Assignment 4, 2022). In comparison, 20% of respondents followed Nike on Instagram or Twitter (Forquer, JMC 436 Assignment 4, 2022). Even though Nike Women has three different social media platforms, it is only consistently active on Instagram. The brand has been inactive on its Facebook and YouTube accounts since 2017 and 2016 (Forquer, JMC 436 Assignment 2, 2022). Although Nike Women is inactive on Facebook and YouTube, its accounts have more followers and subscribers than the brand's competitors accounts have. As of December 1, 2022, Nike Women's Facebook has 5,552,948 followers and 223,000 subscribers on YouTube. Adidas Women, one of the brand's main competitors, has 2,757,189 Facebook followers and 94,300 YouTube subscribers. Since the brand is inactive on YouTube and Facebook, Nike Women is losing the opportunity to engage with these users.

Throughout a 10-week period, Nike Women consecutively lost followers on the only social media platform that it is active on. A biweekly review of the brand's Instagram account showed a steady decrease in followers (Forquer, JMC 436 Memo 5, 2022). During the first biweekly report, which covered the brand's account from September 4 – September 17, 2022, the brand had a total of 7,238,985 followers (Forquer, JMC 436 Memo 5, 2022). By the last reporting period, which was October 30 – November 12, 2022, the brand had 7,221,751 followers (Forquer, JMC 436 Memo 5, 2022). By the end of the 10-week period, the brand lost over 17,000



followers, which is a 0.23% decrease. As many as 6,000 users unfollowed Nike Women during a single two-week period.

### Opportunities

The researcher's interview with a Nike member found that the participant did not know enough about Nike Women to consider themselves an advocate of the brand (Forquer, JMC 436 Assignment 3, 2022). The 22-year-old participant, who has been a member of the Nike app since 2020, was unaware of the brand's slogan "if you have a body, you are an athlete" (Nike, 2022, Para.1). This slogan, which is part of Nike's mission statement, was also unknown by participants in the survey that was conducted by the researcher. The survey found that 78.57% of respondents were unaware of the saying. If Nike Women dedicated a portion of its social media content to promoting its slogan and mission statement, more consumers would be aware of the brand's commitment to inclusivity. In a survey conducted in October 2021 by Deloitte Insights, 57% of consumers said they are more committed to brands that address diversity, equity and inclusion and business objectives (Cury, 2022). The study also found that 94% of Gen Z consumers expect companies to take a stand on social issues (Cury, 2022). This opportunity could attract more consumers and increase its followers on social media.

Nike Women's Instagram feed consists of content with models, influencers and athletes. The brand mostly posts content with micro and nano influencers who have 10,000 to 50,000 followers (Forquer, JMC 436 Assignment 2, 2022). These influencers are typically in the beauty and fashion industry. Nike Women heavily utilizes its collaboration with Serena Williams but does not appear to collaborate with other well-known female athletes. When the researcher analyzed the Nike Women's content on Instagram for 10 weeks, the brand did not share any posts that featured well-known female athletes. During one of the reporting periods, which covered October 2 – October 15, 2022, Nike Women tagged @nicolina\_cruzzz in a post. The volleyball player has 4,381 followers on Instagram. If Nike Women partnered with female athletes like Alex Morgan, Lindsey Vonn or Simone Biles, the brand could gain a larger audience on Instagram. Partnering with well-known athletes that have a larger following on social media provides Nike Women with the opportunity to reach those athletes' fan base and gain potential customers.

### Threats

Nike Women faces threats because of its competition with other athleisure brands. When comparing Nike Women's social media platforms to Adidas Women, Nike Women had more followers but a lower engagement rate (Forquer, JMC 436 Assignment 2, 2022). During the period of August 8 – October 5, 2022, Nike Women had an engagement rate of 0.074% on Instagram and 0% on Facebook and YouTube (Forquer, JMC 436 Assignment 2, 2022). Adidas Women had an engagement rate of 0.10% on Instagram, 0.007% on Facebook and 0% on YouTube (Forquer, JMC 436 Assignment 2, 2022). Nike Women's lack of presence on social media presents a threat to the brand since its competitors are more active on multiple accounts. The brand's competitors have a greater advantage when it comes to attracting customers to their platforms.

Nike Women also faces threats as brands make the move towards offering gender neutral products. Apparel brands and retailers are continuing to add gender neutral items to their



products (Barkho, 2022). The search for “genderless fashion” on Google has surged within the past five years (Barkho, 2022). Brands including Adidas, Athleta and Reebok have started to introduce gender neutral apparel lines. Nike has limited gender neutral products. Most of the products are footwear, sweatshirts, sweatpants or oversized shirts. Nike Women’s lack of diversification for gender neutral products presents a threat because consumers can turn to many different brands to find a wider variety of these products.

Nike uses kangaroo skin to manufacture leather football shoes (Forquer, JMC 436 Memo 2, 2022). The company has been accused of endangering Australian kangaroos and putting the population at risk of extinction (Webber, 2022). Advocates and animal rights activists continue to urge the company to use a plant-based alternative for its leather cleats (Webber, 2022). This issue was repeatedly seen in the comments on Nike Women’s Instagram feed. Throughout the 10-week period where the researcher analyzed the brand’s Instagram, users continued to leave comments about Nike’s use of kangaroo skin and used the hashtag #nikekangaroomassacre (Forquer, JMC 436, Memo 5, 2022). The brand did not address any of the comments on Instagram or through corporate statements. This presents a threat to the brand because consumers are questioning the brand’s morals and practices. Consumers, advocates and animal rights activists continue to voice their dissatisfaction with Nike. Nike Women could lose followers on Instagram and turn away potential consumers if the brand continues to not address the issue.

### Stakeholder Analysis

Nike Women’s stakeholders include those who have an interest in the success of the brand and are impacted by the brand’s decisions. These stakeholders include, but are not limited to, customers, employees, media groups and interest groups.

### Primary Stakeholders

The primary stakeholders of Nike Women include its employees, executive team and customers. Nike’s executive team is made up of 12 members, which includes CEO John Donahoe, CFO Matthew Friend, COO Andy Campion, Chairman Emeritus Philip Knight and Executive Chairman Mark Parker. Nike’s executive team is 43% female and 57% male (Zippia, 2022). The company’s executive team is 64% white, 11% Hispanic or Latino, and 10% Black (Zippia, 2022). The average Nike executive compensation is \$237,588 a year and the most compensated executive makes \$700,000 (comparably, 2022). The team’s contact information can be found through LinkedIn. Another primary stakeholder of Nike is its employees. Nike has over 1,000 retail stores worldwide and employs more than 79,000 workers as of May 31, 2022 (Tighe, 2022c). Nike employees work in different positions, so their income ranges from \$16,000 to \$84,000 (Zippia, 2022). Nike’s employees are 44% female, 56% male and 61% white (Zippia, 2022). The best way to communicate with Nike’s employees is through email.

Nike’s stakeholders also include its customers. The company has an online presence and in-person retail stores. As of this year, Nike operates in more than 1,000 retail stores worldwide and over 300 stores in the United States (Tighe, 2022c). Nike Women products are sold online and on multiple Nike apps. Much of Nike’s business comes from North America. In 2021, 39%, or \$17.2 billion, of Nike’s revenue came from North America (Statista, 2022). The brand’s customers can be reached through social media, especially Instagram.



## Secondary Stakeholders

The secondary stakeholders for Nike Women include interest groups and communities..

Interest groups are a stakeholder that have a significant impact on Nike. The interests of these stakeholders vary, but can include environmental conservation, business sustainability and fair labor practices. These stakeholders can impact consumers' perceptions of the company's shoes, apparel and equipment. For instance, animal rights activists in Australia and the United States are speaking out against Nike's use of kangaroo skin to make its leather cleats (Forquer, JMC 436 Memo 2, 2022). This can impact how consumers view the company and its social responsibility.

Communities are also a secondary stakeholder of Nike. The company has a community development program through the Nike Foundation, which strives to support young female athletes and provide monetary assistance to their health, education and safety (Business Wire, 2016). Nike also has a variety of "Community Impact" programs where the company provides grants to youth sports organizations. Employees from Nike retail stores across the country are involved in these programs that are in the communities where they live and work (Business Wire, 2016). The interests of these stakeholders include the company's support for the development of communities. Consumers tend to buy more of a product if it has a positive impact on communities. These stakeholders also have an impact on the company's social responsibility standing.

## Influencers

An influencer that would reinforce the brand's commitment to inclusivity is Alex Beazley. Beazley, @alexbeazley on Instagram, has 14,660 followers and 819 posts as of December 1, 2022. She has an engagement rate of 1.55%. Although Beazley is a micro-influencer, her Instagram feed promotes body positivity and inclusivity, which aligns with Nike Women's mission of "if you have a body, you're an athlete," (Nike, 2022). Her Instagram, YouTube channel, TikTok and other social media platforms are dedicated to empowering people to love their bodies and be comfortable with themselves. Beazley is a plus and midsize model who uploads try-on hauls and videos of testing out different products. Beazley also shares videos and photos of herself wearing different brands' products and tags each brand in her posts. A portion of her social media platforms are also dedicated to promoting relatable workout videos and plus-size athleisure brands. Having her speak as an influencer on behalf of Nike Women would help reinforce the brand's commitment to inclusivity. The brand would also expand its representation of different body types and range of athleticism that it currently presents on its Instagram.

Another influencer that Nike Women would benefit from is Alex Morgan. Morgan is a soccer player for San Diego Wave FC and the United States Women's National Soccer Team. Morgan, who is known as @alexmorgan13 on Instagram, has 9,767,336 followers as of December 1, 2022. She has an engagement rate of 1.06%. Morgan is a well-known female athlete who advocated for equal pay for the women's national soccer team. She is also a cofounder of the online media company TOGETHXR, which aims to bring attention to women in sports (Garza & Villanueva, 2022). The platform highlights different girls and women in sports that are traditionally dominated by men with the goal of empowering the next generation of female athletes (Garza & Villanueva, 2022). Morgan partners with different brands on social media and



creates video reels to promote their products. Having her speak as an influencer and athlete on behalf of Nike Women would help the brand reach young female athletes.

### Audience Analysis

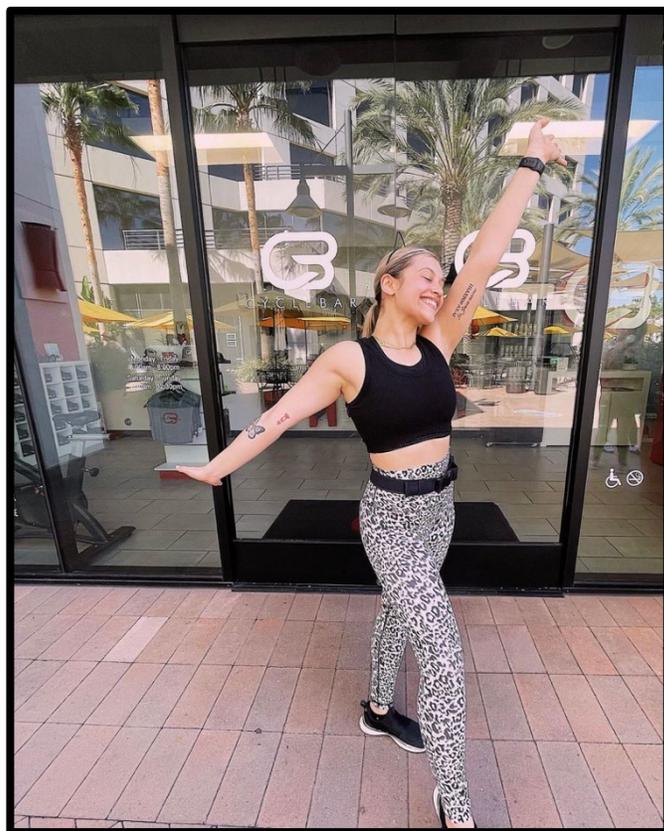
Nike Women's target audience falls within the age range of 18-34 years old. This range includes Millennials and part of Generation Z. The brand's target audience lives an active lifestyle and likely played sports in the past. For example, in a survey conducted with consumers familiar with Nike Women, 61.54% of the participants reported living an active lifestyle and 88.46% of participants played sports (Forquer, JMC 436 Assignment 4, 2022). The brand's customers range from individuals who go on weekly runs to younger women who wear athleisure apparel even when they are not working out (Start.io, 2022). The brand's target audience also tends to be educated (Start.io, 2022). Nike Women's target audience can be reached through social media, especially Instagram. Nike Women's website and the Nike membership app are an influential factor in the conversion stage for the brand's audience. The target audience is already aware of the brand and the products that it offers, so the website and app help determine if someone becomes a Nike Women customer. The Nike app also plays an important role in moving people from the conversion stage to the loyalty stage. The survey conducted by the researcher found that 72.73% of participants felt more inclined to purchase Nike Women products because of their membership (Forquer, JMC 436 Assignment 4, 2022).

### Audience Personas



**Hailey, 24**  
**Orange County, California**

Hailey is a 24-year-old from Orange County, California. She graduated from Clemson University in South Carolina in 2020 with a degree in electrical engineering. Hailey grew up playing soccer and would frequently buy cleats, shin guards and other gear from Nike. As she got older, Hailey turned to other brands for her athleisure apparel, but she continued to buy sneakers from Nike. She created a Nike membership in 2020 after visiting a retail store and continues to use the app to track sneaker drops. Hailey tries to buy the newest sneakers from Nike and likes to stay up to date on the latest fashion trends. Hailey wears athleisure clothes to run errands and go hiking every weekend. She prefers to communicate through text messages and social media. She is most active on Instagram and frequently uses the platform to post pictures of her friends, food and hikes.



**Ellie, 26**  
**Nashville, Tennessee**

Ellie is a 26-year-old from Nashville, Tennessee. She graduated from the University of Tennessee with a degree in psychology and is now an instructor at CycleBar, where she teaches indoor cycling classes. Ellie lives in comfortable clothes since she wears activewear daily for work. She regularly tries different athleisure brands and is always posting photos of where she buys her leggings and sports bras from. Ellie's favorite collection at Nike Women is its yoga



apparel. She has bought several different pairs of yoga pants from the brand that she wears to work. Ellie is most active on Instagram, where many people follow her to stay updated on her cycling class schedule and receive recommendations on athleisure brands. She prefers to communicate through social media and text messages.

### Summary

Nike Women has not effectively been using its social media to attract customers. The brand, which has three social media platforms, is only active on Instagram. However, many consumers do not follow the brand on Instagram. Nike Women's target audience falls within the age range that uses Instagram the most. As of March 2022, 30.1% of users are 18 to 24 years old and 31.5% fall within the age range of 25 to 34 years old (McLachlan, 2022). Nike Women is also consecutively losing Instagram followers. The brand's target audience is aware of the brand but does not know the company's mission statement and commitment to inclusivity. Nike Women's social media lags in engagement when compared to its competitors. The brand's communications department is not utilizing social media to increase awareness of Nike Women's values. The brand is also lacking in partnerships with female athletes on its social media. Partnering with more well-known female athletes and visually increasing its commitment to inclusivity would make Nike Women more competitive.

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