

# Memo 4

## Forquer Consulting, for Nike Women



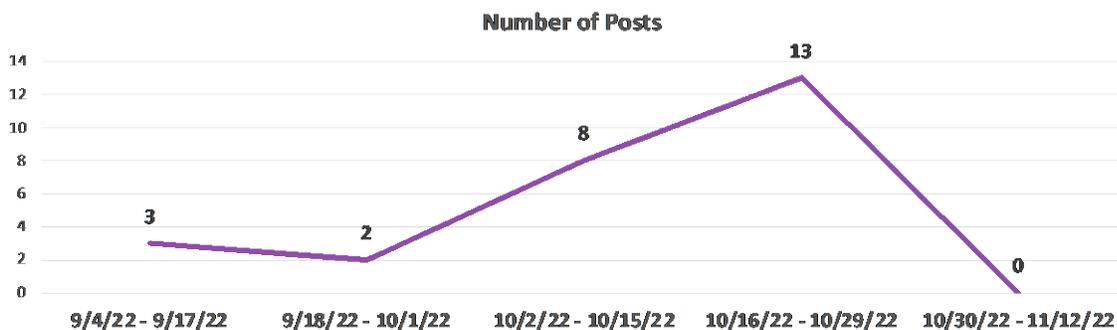
To: Nigel Powell, Chief Communications Officer, Nike  
From: Eryka Forquer, CEO  
CC: Sonia Bovio, Nikki McClaran  
Date: October 29, 2022  
Re: Bi-weekly research report for October 16 – October 29, 2022

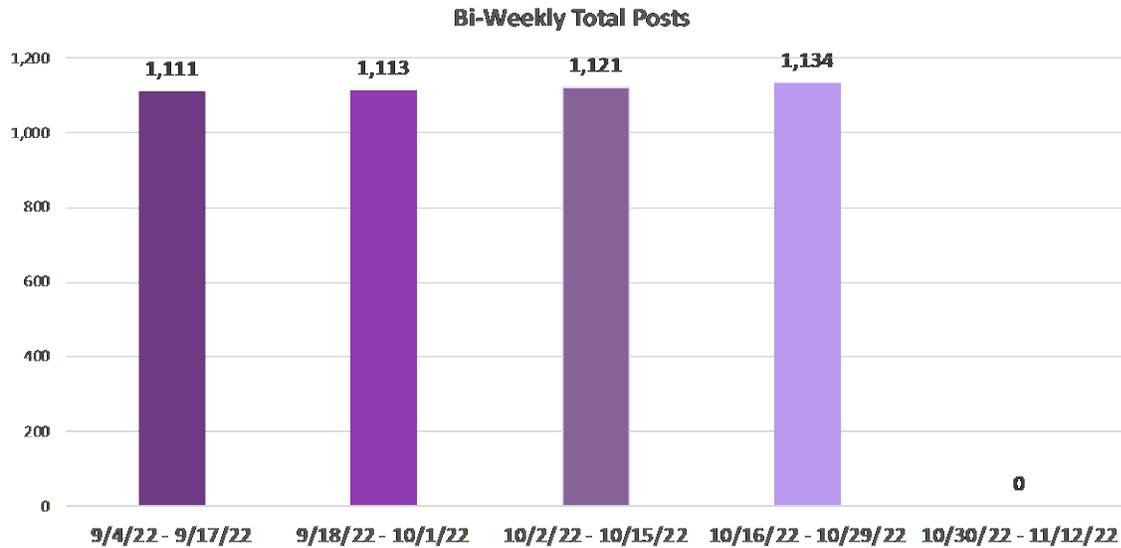
### Overview

For the period of October 16 – October 29, 2022, the team evaluated the quantity and quality of Nike Women's Instagram posts. The number of posts increased from eight to 13 since the last report, resulting in a 62.5% increase. Although 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, the brand received more positive comments related to its products than it did during the last report. Athletes including @SkyBrown, @chantel.nydile.navarro, @diazlzdany and @SkateLikeaGirl were tagged in the brand's posts and promoted its products.

### Nike Women's Instagram Account (@nikewomen)

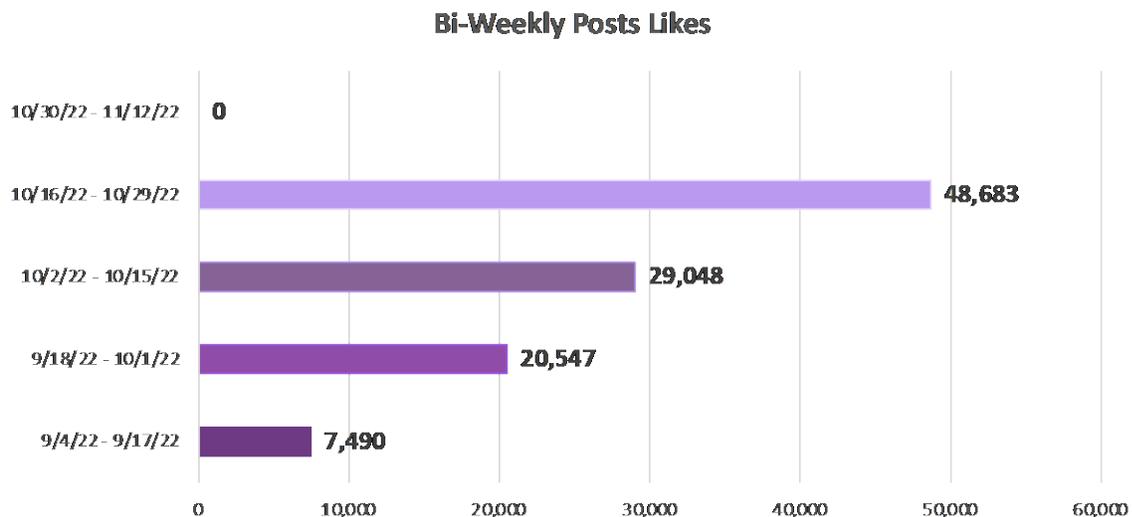
As of October 29, 2022, Nike Women's Instagram account has 7,223,349 followers and a total of 1,134 posts. The brand posted carousels and video reels that earned a total of 48,683 likes and 536 comments. Although the brand posted more frequently, the account saw a 34.23% in the number of comments. The brand also continued to lose followers and saw a 0.06% decrease since the last report.





Of the 13 posts made during the 14-day reporting period, nine featured female dancers, boxers, roller skaters and other athletes wearing Nike footwear and apparel. Each of these nine posts focused on the lives of the athletes by providing brief biographies. The brand also posted video reels and carousels that promoted new sneaker launches.

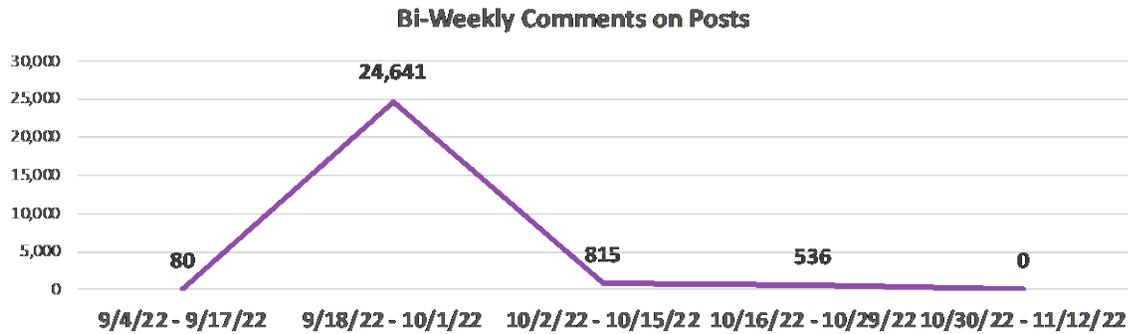
Nike Women continued to promote new launches from its Yardrunners shoe collection and featured the designer of each one. The brand also promoted the release of the new film “Transenders,” which was created through Nike’s partnership with the nonprofit organization Skate Like a Girl. The film highlights female skateboarders and the skateboarding community. The brand posted 13 times during the reporting period, resulting in a total of 1,134 posts on its Instagram account. This was a 1.16% increase in total posts from the last reporting period.



The 13 posts during the reporting period earned a total of 48,683 likes, which is a 67.6% increase from the 29,048 likes from the last report. The post that earned the most likes during the reporting period was a carousel of @fresac0ncrema, a roller skater who “prides herself on doing



the unexpected.” The caption of the post includes her different jobs and skills where she connects with other young Latinas. The carousel earned 10,419 likes. The post that received the least likes during the two-week period was the video reel that promoted the “Transenders” film. The post received 1,527 likes.



During the evaluation period of October 16 – October 29, 2022, Nike Women’s Instagram received 536 comments. Even though the account had a 62.5% post increase since the last report, the number of comments decreased by 34.23%. Users continued to comment about women in Iran and Nike’s use of kangaroo skin for its products. For these two topics, Instagram users used the hashtags #mahsaamini and #nikekangaroomassacre. Nike Women continued to not respond to any comments on these issues.

Unlike the last report, most comments on each post were related to Nike Women’s products or the athletes that they promoted. As seen in figure 1 and figure 2, users left comments asking how they can secure a new shoe product once it is launched or asking Nike Women to release a shoe in a different product.



Figure 1: Positive comments left on a post that promoted a new shoe collection.

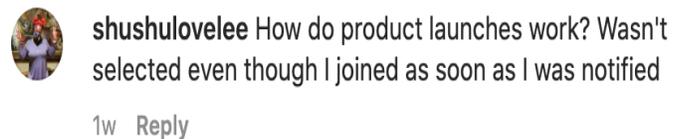
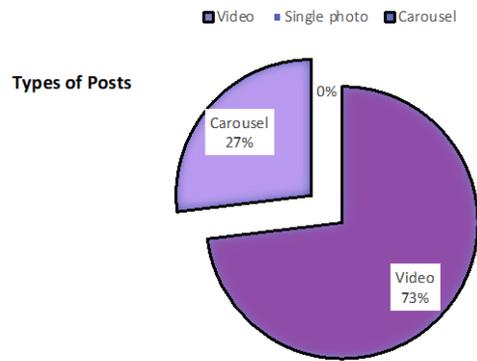
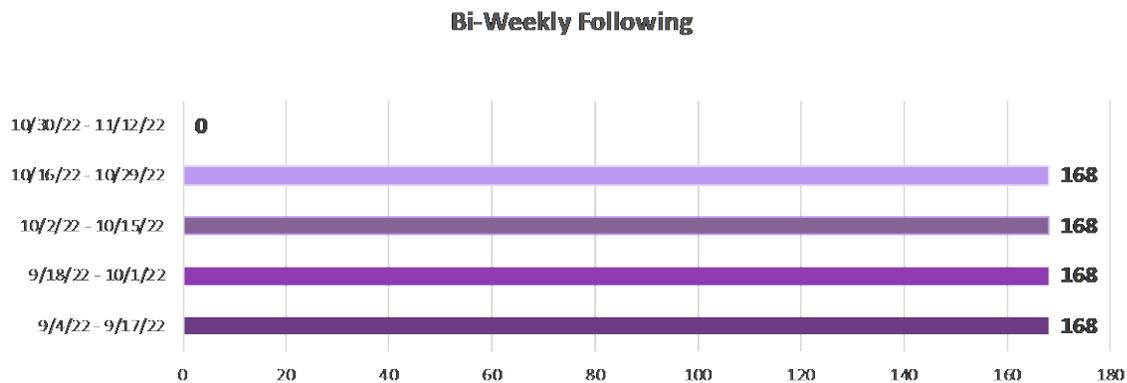
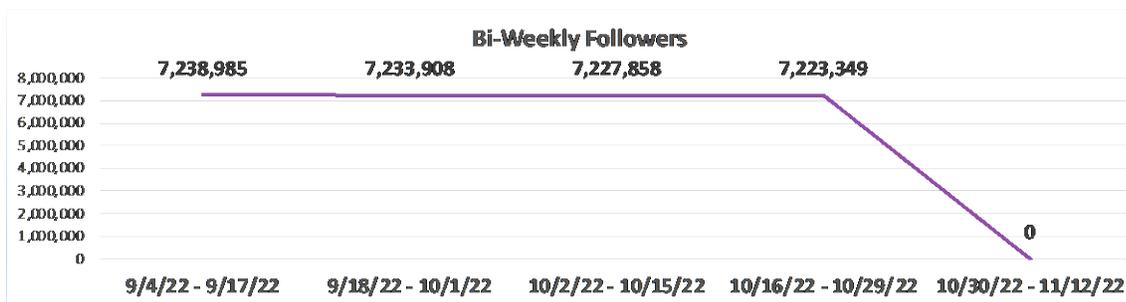


Figure 2: A comment that a user left about purchasing a new shoe collection.





During the two-week period, Nike Women posted 10 video reels and three carousels. The 10 video reels earned a total of 1,167,900 views and the three carousels earned a total of 19,351 likes. The brand focused on promoting women athletes in carousels and video reels during the reporting period. These video reels earned the most views compared to the other reels that promoted new footwear.



As of October 29, 2022, Nike Women’s Instagram account has 7,223,349 followers, which is a 0.06% 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 women athletes and providing context on the sports that they play. The brand will also benefit from posting carousels of its upcoming sneaker launches.

