

PUBLIC RELATIONS RESEARCH

Nike's Positive Appeal in the Social Media

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9/23/2009



PURPOSE

Before there was the Swoosh, before there was Nike, there were two visionary men who pioneered a revolution in athletic footwear that redefined the industry. Bill Bowerman was a nationally respected track and field coach at the University of Oregon, who was constantly seeking ways to give his athletes a competitive advantage. In the 1950's, people were ignoring his ideas on creating more effective running shoes, so he began creating his own shoes for his runners.

Phil Knight was a runner of Bowerman's in 1955 and graduated with his MBA in Finance from Stanford University. He wrote a paper proposing shoes produced in Japan could compete with other foreign brands, like Germany. Knight called Onitaska Co. in Japan and was able to convince them to make him a distributor in the U.S. Knight sent sample pairs of shoes to Bowerman, who then requested to become his partner and help design the brand.

Enter Jeff Johnson, the creator of the "Nike" name and creator of the "Swoosh" as the company logo. Steve Prefontaine became the first athlete to endorse Nike, before his tragic death in 1975. As Nike began to slip through the cracks, the 1980's "revolutionized" the brand. In 1988 the slogan "Just Do It", Nike's most famous and current slogan, was born. Finishing out the 80's as the industry leader, Nike was in need of a new celebrity endorser. In 1996, "Tiger" Woods was an unknown up-and-coming golfer who signed with NikeGolf and revamped the whole brand. Future celebrities like cyclist Lance Armstrong, basketball superstar LeBron James and tennis pro Serena Williams would all come to represent Nike.

It is a necessity to monitor Nike throughout the various social media outlets. Nike has now become a household name. Being a multi-dimensional empire that contributes much more to the world than just shoes, Nike must be strictly informed on what their consumers and audiences are saying about their brand. Neglect of this type of information would damage Nike as a company, since their consumers are world-wide.

METHODOLOGY

As a group we wrote down a list of Web sites to start with. We immediately thought of internet giants such as Facebook, Twitter, and MySpace. These websites are so commonly visited by us (and many others around the world) finding them was no problem.

We followed the instructions and visited Ice Rocket, which searches through blogs, social media sites, and images. This site made it easier and faster to find quotes from people on Facebook and MySpace.

Consumerist.com is a place where shoppers give advice and warnings on certain products. They also inform one another when they hear of new releases and inventions. This Website is also the 38th most popular blog in the world, according to their Web site.

We located websites from word of mouth and searched through popular search engines. Google and Yahoo were especially helpful this process. Word press is a blogging site we used to find data.

The credibility of the sources was determined by the rank equivalent number and how many people visited the site each month according to Quantcast. We viewed sites that have many followers because those bloggers are influential to the people visiting their sites. The timeframe of our monitoring ranges from Feb. 2, 2009 to September 22, 2009.

RESULTS

After evaluating the results from the search about Nike, it was decided that the fans are very involved in the brand. There were numerous fan sites and blogs about Nike. In the data table there were several posts from Twitter, where different bloggers posted comments and opinions about Nike or a certain Nike shoe.

These findings, along with the other blogs were important because it shows how important it is to keep the brand name relevant. The results also showed what a powerful brand Nike is and how it is an established brand. Along with the blogs were also several other websites that had information about Nike, including Facebook, MySpace and Addictomatic. Another thing that our group learned about Nike after the research was how involved Nike is with charity and helping other organizations.

There were several links that described Nike's efforts to auction shoes for non-profit and help with other organizations. Researching the different social media sites showed what a large fan base Nike has and that many of the fans are involved. After reading through the online posts our group learned that Nike makes a variety of shoes and actually controls most of the athletic shoe portion in the United States.

Other sites including information about Nike showed that Nike sells shoes all over the world in over a hundred countries. These were some facts that our group did not know about Nike before doing this project. The research results also showed how important blogs and other networks sites are for a company's success. It is important to listen to feedback from consumers to stay ahead of the curve, which Nike has successfully done.

CONCLUSION

After concluding the results it was found that Nike is an extremely large company and powerful brand. Nike has thousands of fans that comment on new Nike products

every day. Nike is also a global brand by establishing itself all over the world. One improvement that we would recommend would for Nike to have an event for all fans to attend to show appreciation for all of the support.

Although there are many blogs and social media about Nike, there are not many articles in magazines, which would be a beneficial medium for Nike to make more progress in. There are not many other recommendations for Nike, the company responds to its fans and provides many outlets for feedback that will bring future success to Nike.

Nike's Positive Appeal in the Social Media World

Source	Source Credibility	Date/Time	Feedback
Nike fans on Facebook http://www.facebook.com/search/?q=nike&init=quick#/pages/Nike-Shoes/26175333968?v=wall&ref=search	<ul style="list-style-type: none"> • 1,613,750 Fans • Created by Josh Swain 	September 22, 2009 8:04 a.m.	Fans discuss their love for Nike, where to find discounts on shoes, and the different styles they own. Fan Wessel Paternotte posted, "Nike with 40-60% discount at www.42hrsclub.com "
Rick Martin on Twitter	<ul style="list-style-type: none"> • <i>Name Rick Martin</i> ® • <i>Location Tokyo</i> • <i>Web http://www.Irick.com</i> • <i>Bio Newfoundlander in Tokyo, Japan. Read more at Irick.com, or at my CNet blog, Tokyo Shift.</i> • 1,392 Following 1,678 Followers • 264 Tweets 	September 14, 2009 4:49 p.m.	Expresses anger toward Nike. "Apple should never have partnered with Nike to create Nike Plus. Nike has totally facked up their end of the deal," said Martin.
Anti-Nike people on Facebook http://www.facebook.com/search/?q=nike+sucks&init=quick#/group.php?	<ul style="list-style-type: none"> • 106 members • Created by Brandon Fraune 	February 2, 2009 8:20 a.m.	Members Express their anger and resentment toward Nike. Member Mike Mikkelson said, "Nike sucks because (1) they use virtual slave labor at slave wages overseas and (2) Phil Knight, the CEO and biggest stockholder uses all his Nike

Source	Source Credibility	Date/Time	Feedback
gid=872727606&ref=search&sid=5030182.1757453553..1			proceeds to underwrite the renegade gangster athletic department at Oregon.”
Christine Clements on Twitter	<ul style="list-style-type: none"> • 1,782 follower • Lingerie Football League Player RB #6, Graphic Designer, Artist, Model, Dancer, & Fitness Fanatic • Web http://www.megliz... 	September 16, 2009	Explains dislike in a pair of shoes. “Seriously Nike and Adidas what the heck is the deal with the laces on the side of the cleat?!?! NOOOOOOO BUENOOO ugly & uncomfortable!
The Consumerist http://consumerist.com/5210136/	<ul style="list-style-type: none"> • Web site for consumer-driven advice. <p>“The Consumerist is the 38th most popular blog in the world, as measured by Technorati, a site that tracks blogs and other social media.” Story had 11,170 views.</p>	April 13, 2009 2:27 p.m.	Nike made the list for the top 99 ethical companies. Stephenwdaries stated, “So the companies fill the surveys out on their own behalf. I guess they accidentally forgot to include all their bad business and unethical practices at the store level.”
Ethical Consumer http://www.ethicalconsumer.org/Default.aspx?tabid=62&EntryID=316	<p>From Quantcast: 67,544 rank equivalent This site reaches approximately 18,884 U.S. monthly people. The site attracts a younger, slightly male slanted, more educated audience.</p>	July 24, 2009 9:32 a.m.	Discusses the “green strategy” Nike and Geox collaborated with Greenpeace to stop Amazon destruction. Blogger Matthew Cleveland said “As a keen sportsman I will now only buy trainers from Nike, who have worked with Greenpeace to source their leather from other places, until I hear that you are no longer associated with deforestation in the Amazon.”
Addicted2SBs on Twitter	<ul style="list-style-type: none"> • <i>Name: Nike SB</i> • <i>Bio: A Nike SB collector. Have videos on YOUTUBE and a great, growing sneaker collection</i> 	September 19, 2009 3:03 p.m.	Informs users about latest updates on Nike shoe releases. “Really now? There are far bigger problems that people should be more worried about than Nike releasing a shoe similar to a Nike SB release. If you don’t like it, move on and get over it.”

Source	Source Credibility	Date/Time	Feedback
	<ul style="list-style-type: none"> • 36 Following 936 Followers 1343 Updates 		
Jason Sosnovsky on Sports on Word press http://jsosnovsky.wordpress.com/2009/09/21/nikes-journey-into-action-sports/	<p>From Quantcast: 365,692 rank equivalent This site reaches approximately 2,786 U.S. monthly people. The site attracts a 35-49 following.</p> <ul style="list-style-type: none"> • 	September 21, 2009	Talks about how Nike cares about sports and athletes. "By starting small, taking care of the athletes, and doing things differently than companies like Etnies, Nike is growing those roots and showing that the company does care about its image in the action sports world and being dominant in another area of sports."
The Consumerist http://consumerist.com/5341591/documentary-looks-at-origins-of-greatest-ad-slogans	<p>Name: itiswhatitis Web site for consumer-driven advice. "The Consumerist is the 38th most popular blog in the world, as measured by Technorati, a site that tracks blogs and other social media." Story had 7,636 views.</p> <ul style="list-style-type: none"> • 	August 20, 2009 10:06 p.m.	Mentions the "Just Do It" campaign was one of the most memorable slogans of all time. A blogger says, "The Nike "Just Do it" was so symbolic of the 80's for me and especially Michael Jordan."
The Consumerist http://consumerist.com/5210136/best-buy-nike-make-list-of-99-top-ethical-companies-wait-what	<p>Web site for consumer-driven advice. "The Consumerist is the 38th most popular blog in the world, as measured by Technorati, a site that tracks blogs and other social media." Story had 11,169 views.</p> <ul style="list-style-type: none"> • 	April 13, 2009 2:27 p.m.	Mentions the "Just Do It" campaign was one of the most memorable slogans of all time. A blogger says, "The Nike "Just Do it" was so symbolic of the 80's for me and especially Michael Jordan."
TheSIRofSM C on Twitter	<p>Name: Brian M. Location: Worldwide Bio: Sir and Madame Clothing</p>	September 22, 2009	Questions the material that Nike's shoes are made of-"Is Nike using Vegan Leather on

Source	Source Credibility	Date/Time	Feedback
	<ul style="list-style-type: none"> 161-following 361-followers tweets-3,690 	12:35 p.m.	their new shoes or is that a Green Product? It can't be real leather anymore" Somewhat negative feedback on Nike
PR_Couture on Twitter	<p>Name: Brian M. Location: Worldwide Bio: Sir and Madame Clothing</p> <ul style="list-style-type: none"> 161-following 361-followers tweets-3,690 	<p>September 22, 2009</p> <p>12:35 p.m.</p>	Questions the material that Nike's shoes are made of-"Is Nike using Vegan Leather on their new shoes or is that a Green Product? It can't be real leather anymore" Somewhat negative feedback on Nike
Wordpress: Nike Holiday 2009 Air Max 90	<p>Alexa: Rank 446</p> <ul style="list-style-type: none"> Largest self-hosted blogging tool in the world, seen and used by millions of people every day. 	<p>September 21, 2009</p> <p>10:05 p.m.</p>	Air Yeezy Auction Super Limited Editions Discusses a charity event with an auction of Nike shoes-"Nike auctioned off two one-of-a-kind pairs, with the proceeds benefiting the Doernbecher Children's Hospital in Portland, Oregon.
KicksOnFire.com	<p>Alexa: Rank 11,813</p> <ul style="list-style-type: none"> Popular site to order shoes from, including Nike. 	September 21, 2009	A viewer commented on the Nike Air Max 90 Premium LE "A shoe that I'd normally pass on, but I'm diggin it." Positive feedback on the new style of Nike.
Nike Share on Facebook	<p>Fans: 1,510,020</p> <ul style="list-style-type: none"> An independent group on Facebook that shares favorable quotes about Nike including slogans 	<p>Founded 2000</p> <p>Recent updates: September 2009</p>	"Share your most inspirational Nike or Nike athlete's quotes in the discussions. We already started with a classic...Just Do It" Favorable feedback from fans, restates slogan to assist with brand recognition.