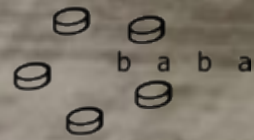


CASE [BRAND]: NIKE+



In 2015 baba developed a desk research based on Instagram, analysing the 100 most popular pics all-time with hashtag #nikeplus

Research problem

- To understand brand extension positioning
- To identify values and functions mostly ascribed to the brand in users perception

Methodology

- Collection of most liked 100 #nikeplus pics and creation of a brand positioning map
- Most liked accounts and posts notations analysis
- Analysis of hashtags associated to the #nikeplus hashtag

Recommendations

- Functional features of Nike+ brand are prevalent
- Half of most liked accounts are linked to the brand
- Most frequent hashtags next to #nikeplus are *Running, Run, Nikerunning, Runner*

The brand recalls a shared universe, whose main features are passion and determination