



YoY Analysis

REPORT BY
 Meltwater

EXECUTIVE SUMMARY

HIGHLIGHTS

- 769k editorial mentions accounts for 45% share of voice for Nike
- Potential reach increased 43%
- Nike's net tonality trended down but was overall positive



Editorial Mentions

The number of appearances in articles

769k ▸0%

Potential Reach

Approximate number of article views you appeared in

3T ▲43%

Net Tonality Score

The net change (up or down) in sentiment over the time period

+4 ▼1

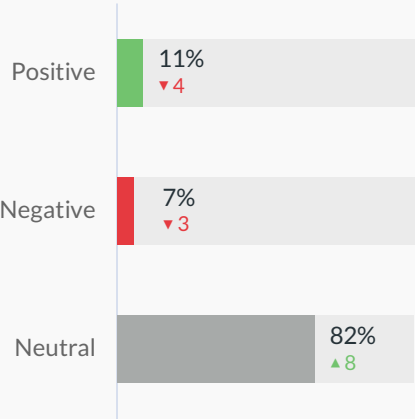
mSCORE 82

▲1

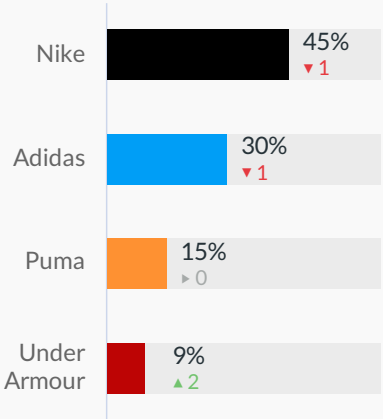
Jan 1, 2020 - Sep 30, 2020

All deltas in this report show change compared to Jan 1st 2019 - Sep 30th 2019

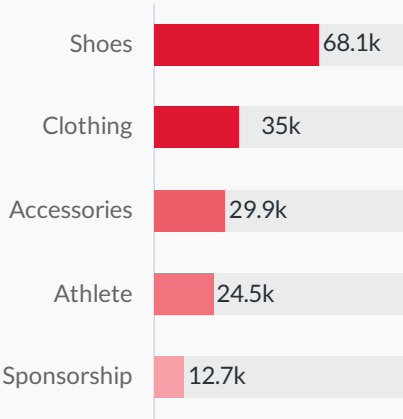
TONALITY



SHARE OF VOICE



KEY MESSAGES



MEDIA EXPOSURE

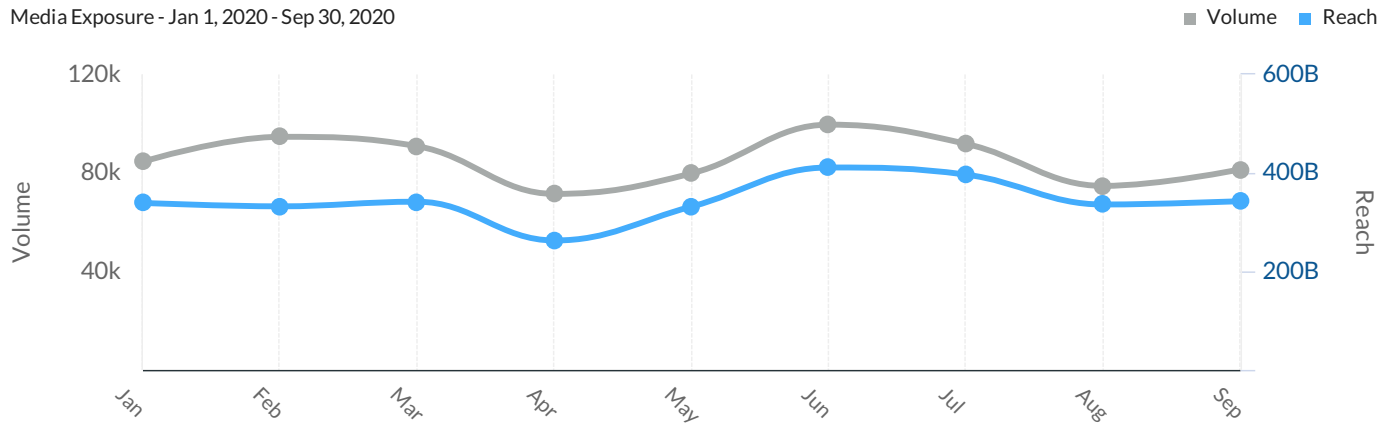
HIGHLIGHTS

- ① "什么值得买" overtook "今日头条" as Top Publisher in this period
- Overall reach increased 43%
- "什么值得买" accounted for 18% of volume, followed by "搜狐公众平台" with 8% share

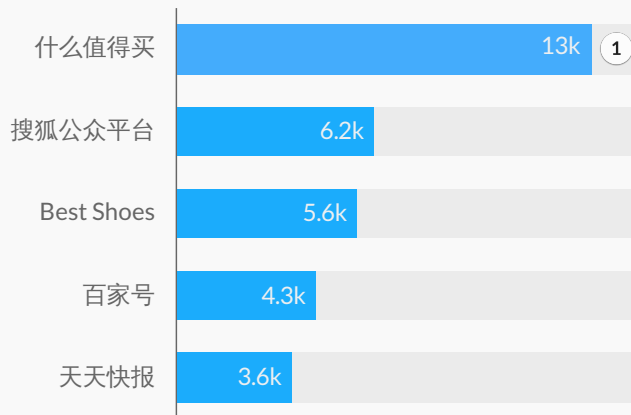


Nike's exposure remained consistent

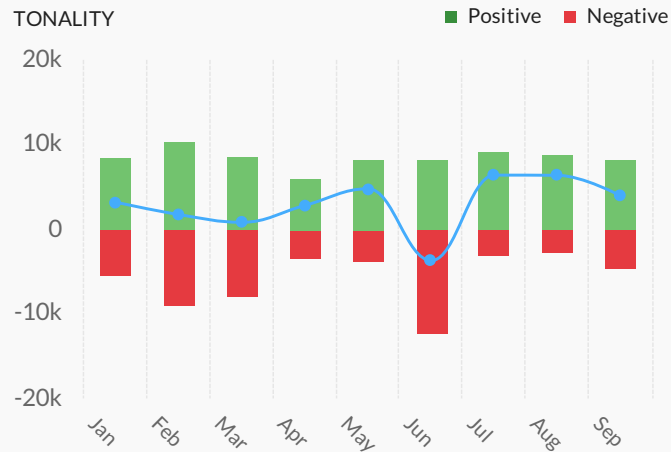
Media Exposure - Jan 1, 2020 - Sep 30, 2020



TOP PUBLICATIONS



TONALITY



SHARE OF VOICE BY REACH

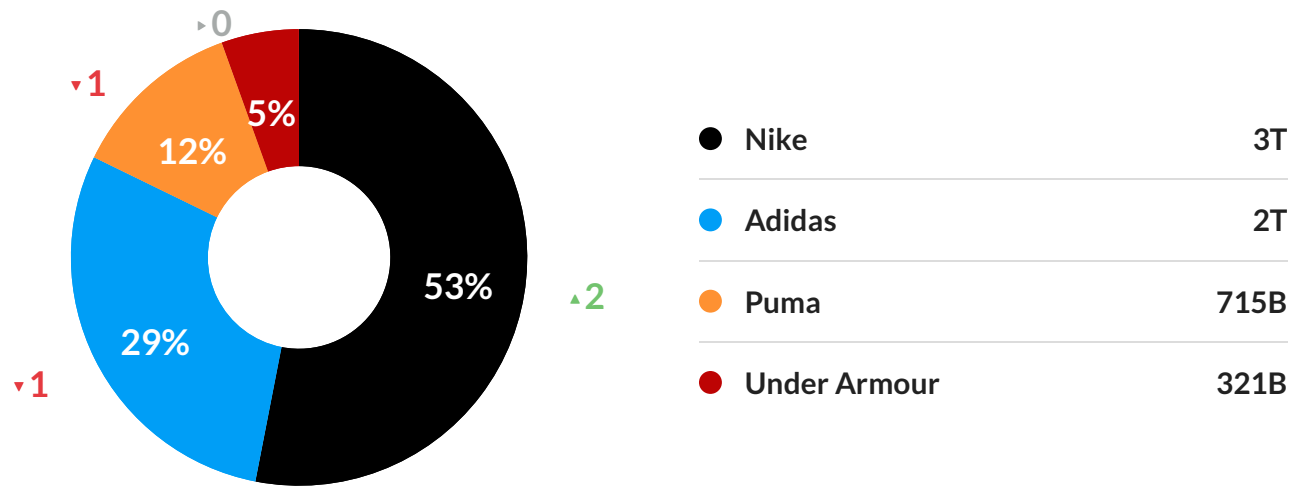
HIGHLIGHTS

- Nike accounted for a 53% share of the total reach



Nike's reach share increased 2 points

Share of Voice by Reach - Jan 1, 2020 - Sep 30, 2020



SHARE OF VOICE BY VOLUME

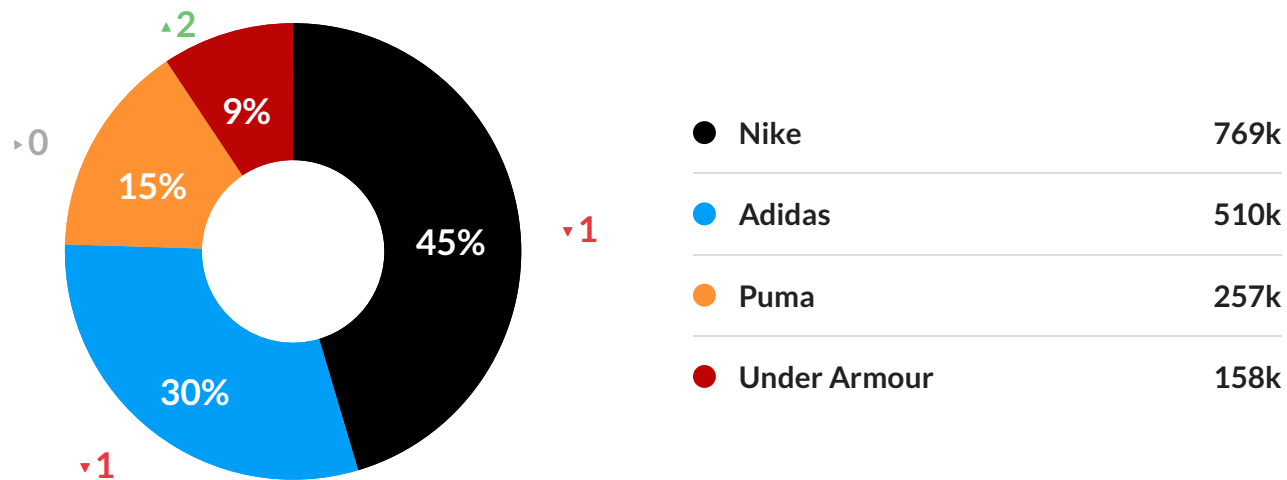
HIGHLIGHTS

- Nike accounted for a 45% share of the total mentions



Nike's volume share decreased 1 point

Share of Voice by Volume - Jan 1, 2020 - Sep 30, 2020



COMPETITIVE MEDIA EXPOSURE

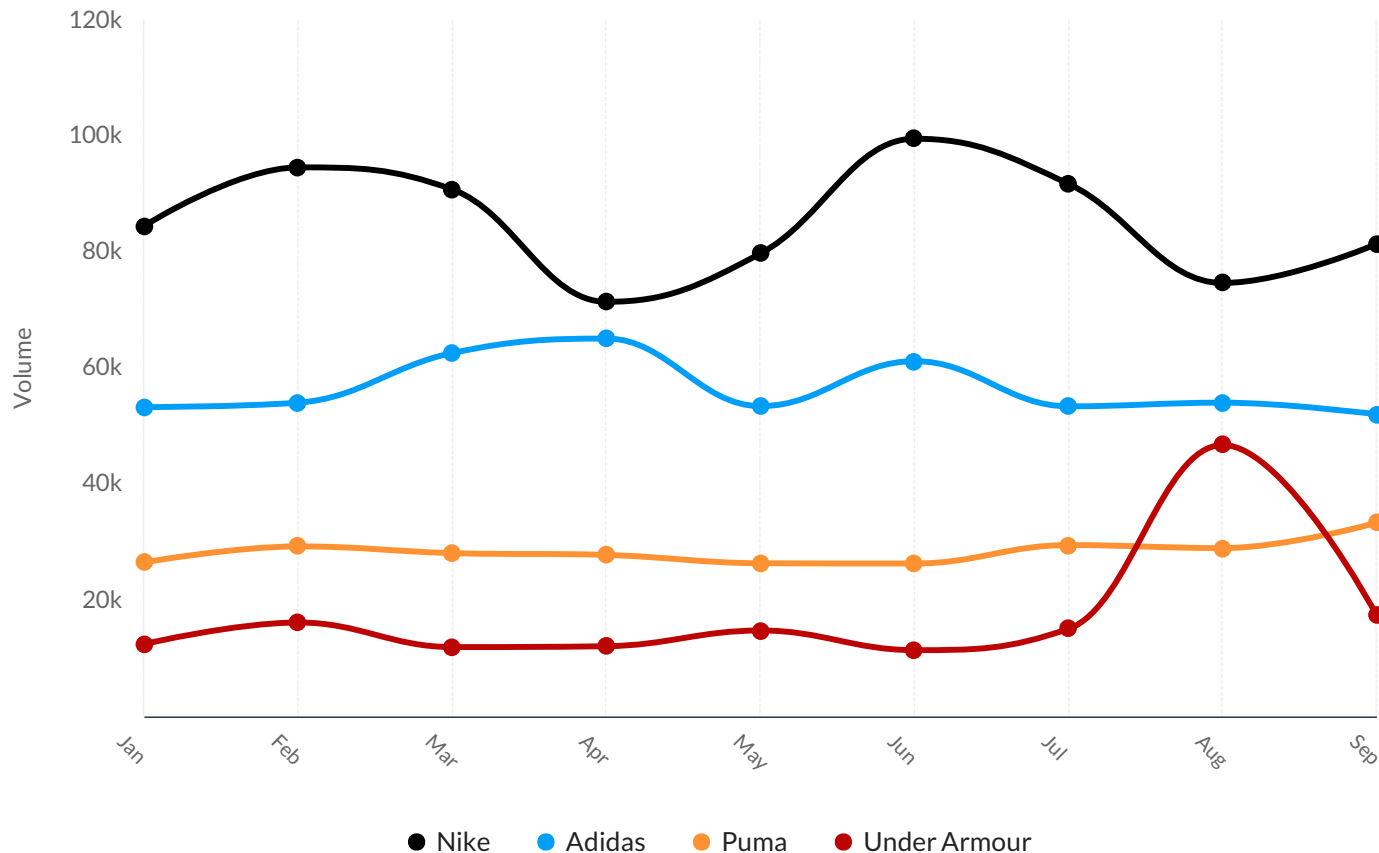
HIGHLIGHTS

- August had the highest combined volume of 205k



Nike's exposure peaked in June at 99.6k

Competitive Media Exposure - Jan 1, 2020 - Sep 30, 2020



TONALITY

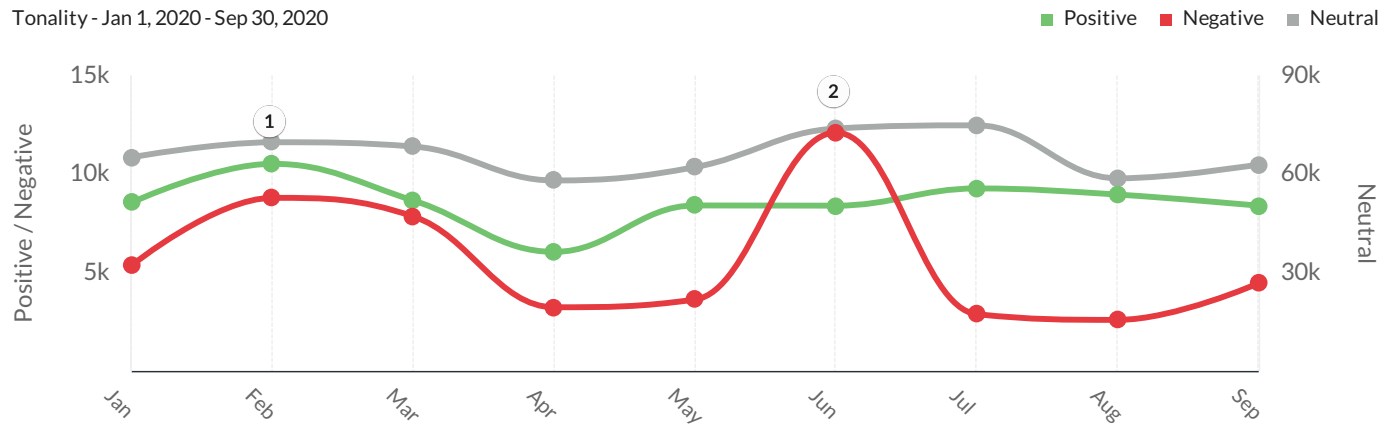
HIGHLIGHTS

- **1** February had the highest volume of 11k positive articles, rising 23%
- **2** June had the highest volume of 12k negative articles, rising 234%
- "Apple", with 236M reach, drove positive sentiment in an article titled "[As Pride goes virtual, Apple Watch Pride Edition helps community and advocacy co...](#)"



Nike's net tonality decreased 1 point

Tonality - Jan 1, 2020 - Sep 30, 2020



ARTICLES WITH MOST IMPACT



Apple | May 18

As Pride goes virtual, Apple Watch Pride Edition helps community and advocacy co...

FEATURE May 18, 2020 As Pride goes virtual, Apple Watch Pride Edition helps community and advocacy continue worldwide Like most high school se...

Reach 236M ● Positive

CNN.com | Jun 1

The risks are piling up. How long can investors ignore them?

A version of this story first appeared in CNN Business' Before the Bell newsletter. Not a subscriber? You can sign up right here. London (CNN Business)US stocks have been on a tear since March even as...

Reach 205M ● Negative

TOP ARTICLES

HIGHLIGHTS

- The top 4 articles combined for a total reach of 608M
- The sentiment was predominantly positive in the top articles with high reach



CNN.com had the largest reach of 205M

Top Articles - Jan 1, 2020 - Sep 30, 2020

CNN.com | Jun 11

Nike joins the companies making Juneteenth an annual paid holiday

New York (CNN Business)Nike is adding June 19, a holiday called Juneteenth, to its list of official, paid company holidays. New York (CNN Bu...

Reach 205M ● Neutral

Money - MSN.com | Mar 15

Nike, Apple close US stores as retail chains weigh coronavirus options

The facade of a closed downtown Brooklyn Apple store in viewed, March 14, 2020, in New York, after the tech giant announced it is closing al...

Reach 186M ● Neutral

Medium | Jun 9

Lessons from Nike on how to respond to major social and cultural events

Find that one thing that you believe in. Own it. Live it. Breathe it. Do it. Do it all the time and your fans will follow.

Reach 116M ● Neutral



Forbes | Jun 8

Nike Signs Ada Hegerberg Away From Puma With 'Game Changer' Step Toward Equal Pay

Ada Hegerberg is the newest soccer superstar to join the Nike family. Aleksandra Szmigiel, Running Creatives Nike NKE woee...

Reach 101M ● Positive

SOCIAL ECHO

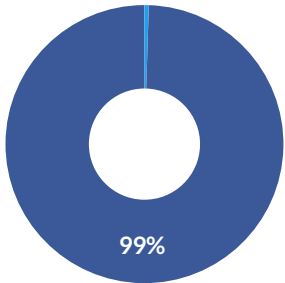
HIGHLIGHTS



- CBS News had the most popular article on social media with 58.1k shares



3 articles were shared 96.4k times on social media

Social Echo - Jan 1, 2020 - Sep 30, 2020



	Twitter	482
	Facebook	95.9k

MOST SHARED ARTICLES



CBS News | Sep 18

Nike released a new Colin Kaepernick jersey marking four years since he took a knee. It sold out in less than a minute.

Nike's new all-black Colin Kaepernick jersey that commemorates four years since he first took a knee during the national anthem sold out in ...

Reach 31M ● Neutral

 60  58.1k



TheBlaze | Sep 21

Black journalist calls BLM a 'Criminal\$ Justice Movement' that is nothing more than a 'cash grab' for athletes, Democrat...

Jason Whitlock is a rarity in sports journalism: He's willing to take on the sports business and challenge progressive groupthink. For examp...

Reach 5M ● Neutral

 392  19.3k

SOCIAL MEDIA EXPOSURE

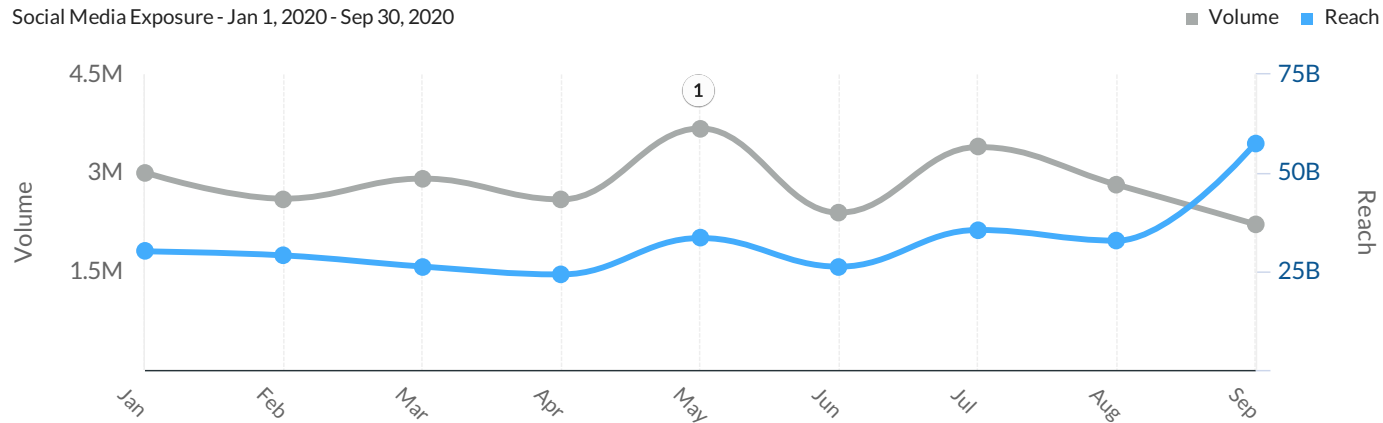
HIGHLIGHTS

- 1 Social volume peaked in May at 4M
- Twitter accounted for 82% of social volume, followed by Comments with 7% share

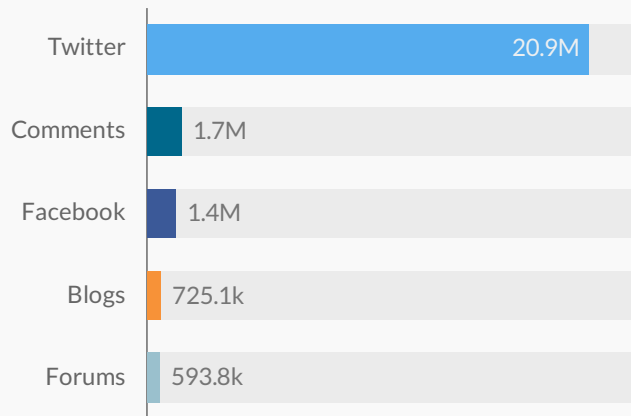


Nike's social exposure increased 187%

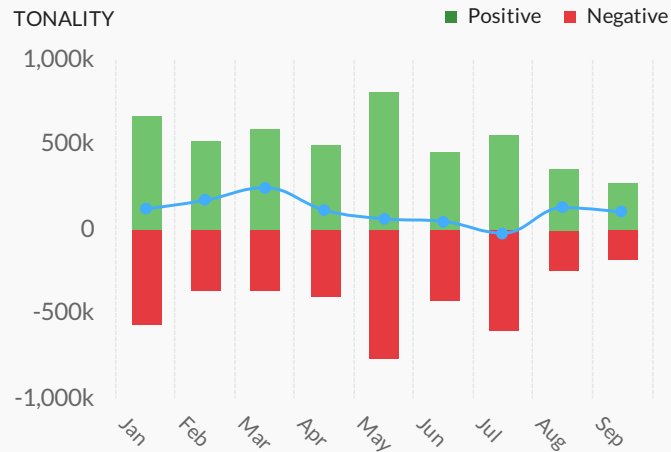
Social Media Exposure - Jan 1, 2020 - Sep 30, 2020



SOCIAL CHANNELS



TONALITY



KEY MESSAGES

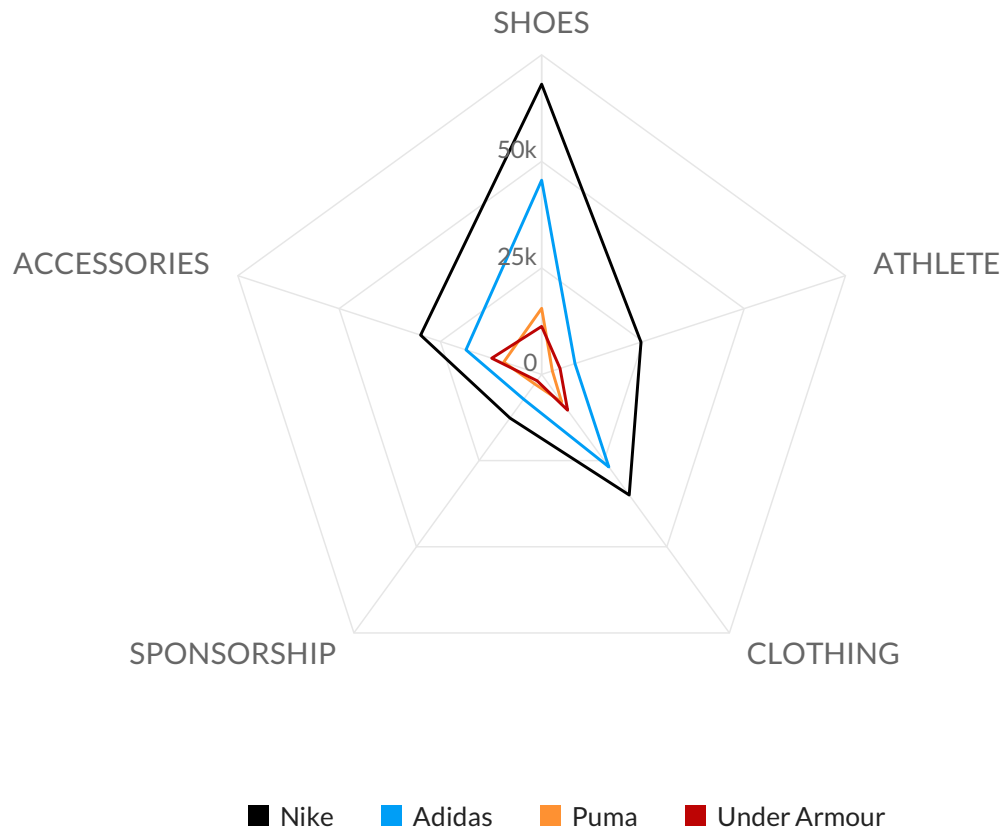
HIGHLIGHTS

- Nike had the most mentions with the key message "Shoes"
- Nike had the highest total volume across all key messages with 170k
- "Shoes" had the largest average mentions of all messages



"Shoes" was Nike's most mentioned key message

Key Messages - Jan 1, 2020 - Sep 30, 2020



WEBSITE IMPACTS

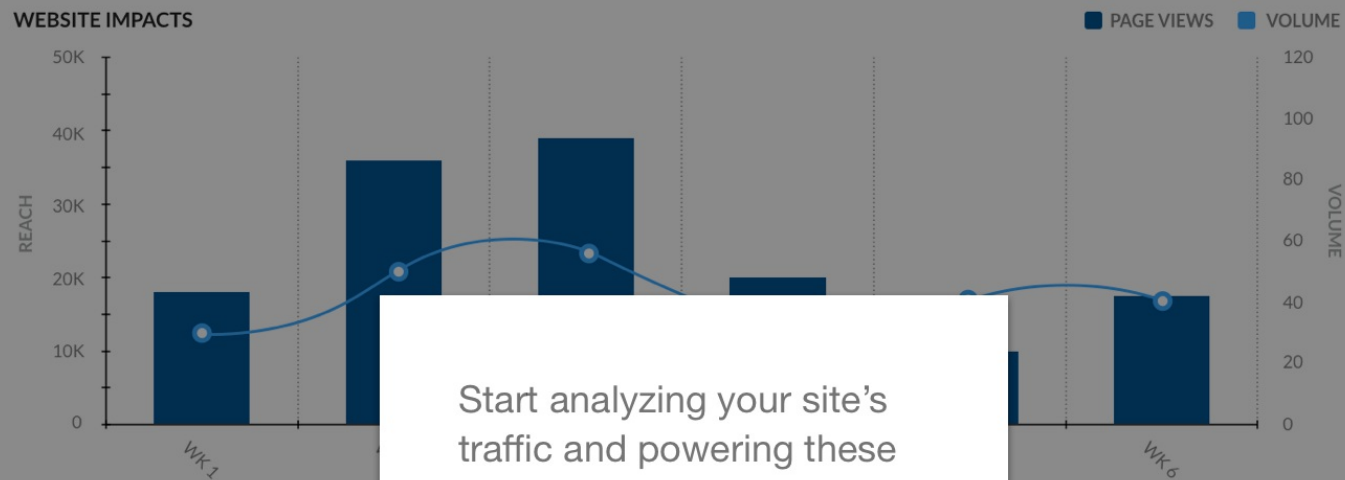
Powered by Google

HIGHLIGHTS



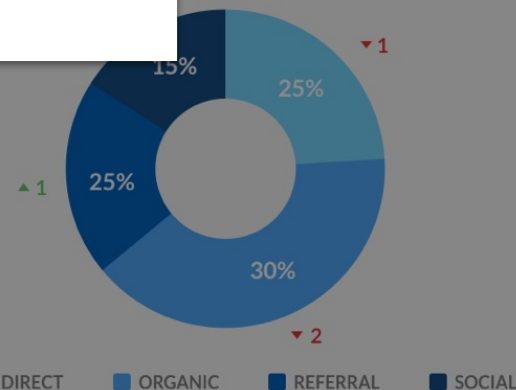
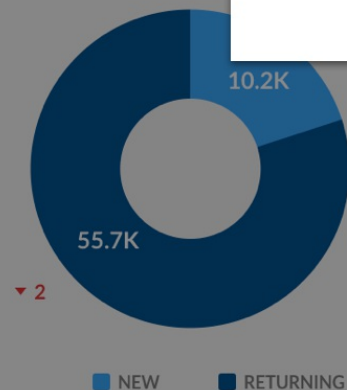
Website traffic was up tremendously over the last period.

WEBSITE IMPACTS



Start analyzing your site's traffic and powering these charts with Google Analytics

USERS



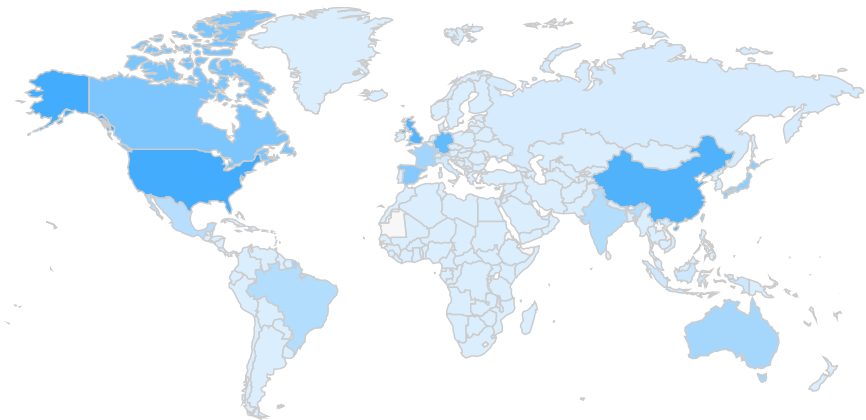
GEO PRESENCE

HIGHLIGHTS











- Nike was mentioned in 202 total countries in this time period
- The regions North America, East Asia, and Western Europe combined to cover 75% of the total volume in this time period



United States and China had the most global coverage



TOP COUNTRIES

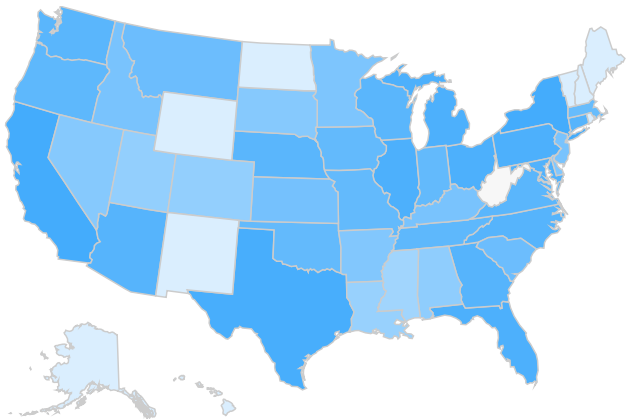
 United States	41% ▼ 3	 Spain	2% ▶ 0
 Mainland China	10% ▲ 1	 Japan	2% ▶ 0
 United Kingdom	7% ▲ 1	 Taiwan	2% ▶ 0
 Germany	5% ▼ 1	 France	2% ▶ 0
 Canada	3% ▶ 0	 Australia	2% ▶ 0

GEO PRESENCE

HIGHLIGHTS



New York and California had the most coverage



TOP STATES/REGIONS

New York

5% ▶ 0

California

3% ▶ 0

Texas

2% ▼ 2

Illinois

2% ▶ 0

Florida

2% ▶ 0

Ohio

2% ▶ 0

Pennsylvania

2% ▶ 0

Michigan

2% ▶ 0

Maryland

1% ▶ 0

Arizona

1% ▶ 0

TOP INFLUENCERS

HIGHLIGHTS

- Associated Press, Cleveland.com, and Footwear News had the most representation among the top 25 Influencers
- The 3 most popular beats among the Influencers are Sporting news & events, Basketball, and Sports industry
- The top 3 Influencers accounted for 31% of the volume among the 25 highest Influencers



Larry Neumeister was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2020 - Sep 30, 2020

