'Comparison report on Nike, Puma, Adidas'
from Jul 01 to Jul 31, 2022

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2. adidas EN
3. PUMA EN
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   Relative PTAT
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   Types of reactions
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   The best posts of the brand

5. Work of administrator
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1. Overview

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Response time (median)</th>
<th>Reactions</th>
<th>PTAT (median)</th>
<th>InI</th>
<th>Relini</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>35,718,433</td>
<td>---</td>
<td>5,039</td>
<td>235,343</td>
<td>16,367</td>
<td>0.46</td>
</tr>
<tr>
<td>adidas EN</td>
<td>40,104,545</td>
<td>---</td>
<td>6,675</td>
<td>6,525</td>
<td>16,739</td>
<td>0.41</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>21,362,204</td>
<td>---</td>
<td>592</td>
<td>2,104</td>
<td>992</td>
<td>0.04</td>
</tr>
</tbody>
</table>

Here are the posts that engaged Facebook users the most (and reached the highest Interactivity Index value):

- **adidas**
  - YEEZY SLIDE ONYX AVAILABLE ON JULY 25 ON
  - Photos from adidas's post
    - Jul 20, 2022 04:00:02
  - Videos: 2376, 74, 105, 772

- **adidas**
  - adiClub Artist Series Drop 1 Introducing world-class Filipino
  - Timeline photos
    - Jul 15, 2022 04:00:01
  - Videos: 1604, 83, 22, 188

- **adidas**
  - MEMBERS EXCLUSIVE. adiClub Artist Series Drop 1. Be part
  - Photos from adidas's post
    - Jul 23, 2022 12:00:08
  - Videos: 1813, 42, 120, 661

- **adidas**
  - Pressure is all around making us uncomfortable, but when
  - Photos from adidas's post
    - Jul 05, 2022 12:00:04
  - Videos: 1803, 31, 11, 1263

- **adidas**
  - Special delivery #FasterInAllDimensions
  - Timeline photos
    - Jul 16, 2022 05:00:00
  - Videos: 1219, 51, 3, 391

- **adidas**
  - YEEZY SLIDE BONE AVAILABLE ON JULY 25 ON
  - Photos from adidas's post
    - Jul 20, 2022 04:00:04
  - Videos: 880, 24, 23, 404
1. Change in the number of fans

The number of fans is the simplest indicator of visibility for a given profile. It also affects the organic reach of the communication.

In the analyzed period the biggest increase of number of fans was recorded at profiles:
- adidas EN - increase of 105,323, which is 0.26%, reaching a total of 40,104,545 fans at the end of the period.
- Nike - increase of 73,600, which is 0.21%, reaching a total of 35,718,433 fans at the end of the period.
- PUMA EN - increase of 53,780, which is 0.25%, reaching a total of 21,362,204 fans at the end of the period.
1. PTAT (daily median)

The chart displays how many users were talking about the page on particular days. Number of storytellers (PTAT - People Talking About) is a weekly median of users, who among others, have commented, liked something, shared, or reacted to a post, including unpublished/dark posts (posts that don't appear on a page's timeline).

- The highest daily PTAT: Nike - 267,255 (Jul 15, 2022)
- The lowest daily PTAT: PUMA EN - 1,464 (Jul 28, 2022)
2. Relative PTAT

The number of people sharing stories about a page in relation to the number of fans. Stories include multiple user actions around organic and paid Page's content.

- The highest relative PTAT: Nike - 1 (Jul 16, 2022)
- The lowest relative PTAT: adidas EN - 0 (Jul 01, 2022)

Nike 0.67%  ▲ 0.06%
adidas EN 0.02%  ▼ 0%
PUMA EN 0.01%  ▲ 0%
3. Types of engagement

Facebook users can engage a brand's profile in many different ways. Their activities will be visible also for their friends, which allows for the possibility to increase the "viral" reach of a Page. It's worth checking how they engaged on a given profile.

Types of engagement for different profiles:

<table>
<thead>
<tr>
<th></th>
<th>shares</th>
<th>posts</th>
<th>reactions</th>
<th>comments</th>
<th>Total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>562</td>
<td>0</td>
<td>5,039</td>
<td>584</td>
<td>6,185</td>
</tr>
<tr>
<td>adidas EN</td>
<td>522</td>
<td>0</td>
<td>6,675</td>
<td>332</td>
<td>7,529</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>13</td>
<td>0</td>
<td>592</td>
<td>15</td>
<td>620</td>
</tr>
</tbody>
</table>
Reactions help Facebook users to express their feelings on a given topic. They can press - like, love, haha, wow, sad and angry. Reactions are a great source of additional knowledge for brands.

Types of reactions for different profiles:

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Love</th>
<th>Haha</th>
<th>Sad</th>
<th>Angry</th>
<th>Wow</th>
<th>Total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>4,023</td>
<td>977</td>
<td>8</td>
<td>0</td>
<td>18</td>
<td>13</td>
<td>5,039</td>
</tr>
<tr>
<td>adidas EN</td>
<td>4,469</td>
<td>2,039</td>
<td>20</td>
<td>1</td>
<td>0</td>
<td>146</td>
<td>6,675</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>569</td>
<td>11</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>592</td>
</tr>
</tbody>
</table>
Reactions help Facebook users to express their feelings on a given topic. They can press - like, love, haha, wow, sad and angry. Reactions are a great source of additional knowledge for brands.

Sentiment rate for different profiles:

<table>
<thead>
<tr>
<th></th>
<th>Enthusiastic reactions</th>
<th>Distressed reactions</th>
<th>Total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>5,021</td>
<td>18</td>
<td>5,039</td>
</tr>
<tr>
<td>adidas EN</td>
<td>6,674</td>
<td>1</td>
<td>6,675</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>592</td>
<td>0</td>
<td>592</td>
</tr>
</tbody>
</table>
6. Interactivity Index (InI)

Interactivity Index is the collective index of engagement. Like the number of engaged users, it describes the intensiveness of reactions to brand’s communication, but it also encompasses different types of communication and the fact that one user can perform different kinds of activities.

Types of engagement for different profiles:

<table>
<thead>
<tr>
<th></th>
<th>InI</th>
<th>User’s InI</th>
<th>Brand’s InI</th>
<th>Average daily InI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>16,367</td>
<td>16,367</td>
<td>0</td>
<td>527.97</td>
</tr>
<tr>
<td>adidas EN</td>
<td>16,739</td>
<td>16,355</td>
<td>384</td>
<td>539.97</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>992</td>
<td>860</td>
<td>132</td>
<td>32</td>
</tr>
</tbody>
</table>
7. Relative Interactivity

The collective rate of all user activities within a Page in relation to the number of fans. It allows to compare Pages with different number of fans. To calculate Relative Interactivity Index value of Interactivity Index is divided by number of fans.

- The highest daily Relative Interactivity Index: adidas EN - 0 (Jul 20, 2022)
- The lowest daily Relative Interactivity Index: adidas EN - 0 (Jul 09, 2022)
Facebook users can engage on a brand’s profile in many different ways. Their activities will be visible also for their friends, which allows increasing the "viral" reach of a Page. It's worth checking how they engaged on a given profile.

Types of posts for different profiles:

<table>
<thead>
<tr>
<th></th>
<th>Photos</th>
<th>Video</th>
<th>Statuses</th>
<th>Links</th>
<th>Total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>adidas EN</td>
<td>21</td>
<td>9</td>
<td>0</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>PUMA EN</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
</tbody>
</table>
## 2. The best posts of the brands

Here are the posts that engaged Facebook users the most (and reached the highest Interactivity Index value).

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Interactivity Index</th>
<th>Relative Interactivity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 23, 2022</td>
<td>MEMBERS EXCLUSIVE. adiClub Artist Series Drop 1. Be part of #adiClubPH today. Join now: <a href="https://adidas.com.ph/adiclub">adidas.com.ph/adiclub</a></td>
<td>661</td>
<td>120</td>
<td>42</td>
<td>1813</td>
<td>1604</td>
</tr>
<tr>
<td>Jul 05, 2022</td>
<td>Pressure is all around making us uncomfortable, but when we're comfortable, we unlock endless possibilities. See HoYeon Jung comfortable in the adidas Sportswear Collection. Try it on and unlock your comfort. #comfortleads</td>
<td>1263</td>
<td>11</td>
<td>31</td>
<td>1803</td>
<td>1803</td>
</tr>
<tr>
<td>Jul 15, 2022</td>
<td>adiClub Artist Series Drop 1 Introducing world-class Filipino multimedia designer, illustrator, and typographer, Von Alcantara, also known as V.O.N. - “Very Own Name.” Featuring exclusive designs for #adiClubPH. Join the club: <a href="https://adidas.com.ph/adiclub">adidas.com.ph/adiclub</a></td>
<td>188</td>
<td>22</td>
<td>83</td>
<td>1604</td>
<td>1604</td>
</tr>
</tbody>
</table>
adidas  Jul 16, 2022 05:00:00
Special delivery  #FasterInAllDimensions

Timeline photos
Special delivery  #FasterInAllDimensions

Likes  391
Comments  3
Shares  51
Interactivity Index  1219
Relative Interactivity Index

adidas  Jul 20, 2022 04:00:04

Likes  404
Comments  23
Shares  24
Interactivity Index  880
Relative Interactivity Index

Photos from adidas's post

adidas  Jul 02, 2022 06:37:02
#adidasBasketball is back with the D.O.N. Issue #3. // Catch our rising stars put the shoe to the test in the 1st chapter of our adidas Trial Runs. #adidasPH #DONISSUE3 #ImpossibleIsNothing

Likes  235
Comments  13
Shares  34
Interactivity Index  831
Relative Interactivity Index

Photos from adidas's post

adidas  Jul 22, 2022 04:00:08
MEMBERS EXCLUSIVE. adiClub Artist Series Drop 1. Now available at the adidas Maker Lab, Brand Center Glorietta 3. Join the club: adidas.com.ph/adiclub #adiclubPH

Likes  294
Comments  7
Shares  20
Interactivity Index  642
Relative Interactivity Index

Photos from adidas's post

(picture) View this post on Facebook

(picture) View this post on Facebook

(picture) View this post on Facebook

(picture) View this post on Facebook
1. Brand's activities

In the analyzed period, administrators performed 43 activities
- The highest number of activities: adidas EN - 32
- The lowest number of activities: Nike - 0