



'Comparison report on Nike, Puma, Adidas'


from Jul 01 to Jul 31, 2022

1.  Nike
2.  adidas EN
3.  PUMA EN

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1. Overview

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

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  2376  74  105  772


 **adidas**

adiClub Artist Series Drop 1 Introducing world-class Filipino




Timeline photos





Jul 15, 2022 04:00:01  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  1813  42  120  661


 **adidas**

Special delivery #FasterInAllDimensions







Timeline photos

Jul 16, 2022 05:00:00  1219  51  3  391

 **adidas**

Pressure is all around making us uncomfortable, but when

Photos from adidas's post

Jul 05, 2022 12:00:04  1803  31  11  1263

 **adidas**

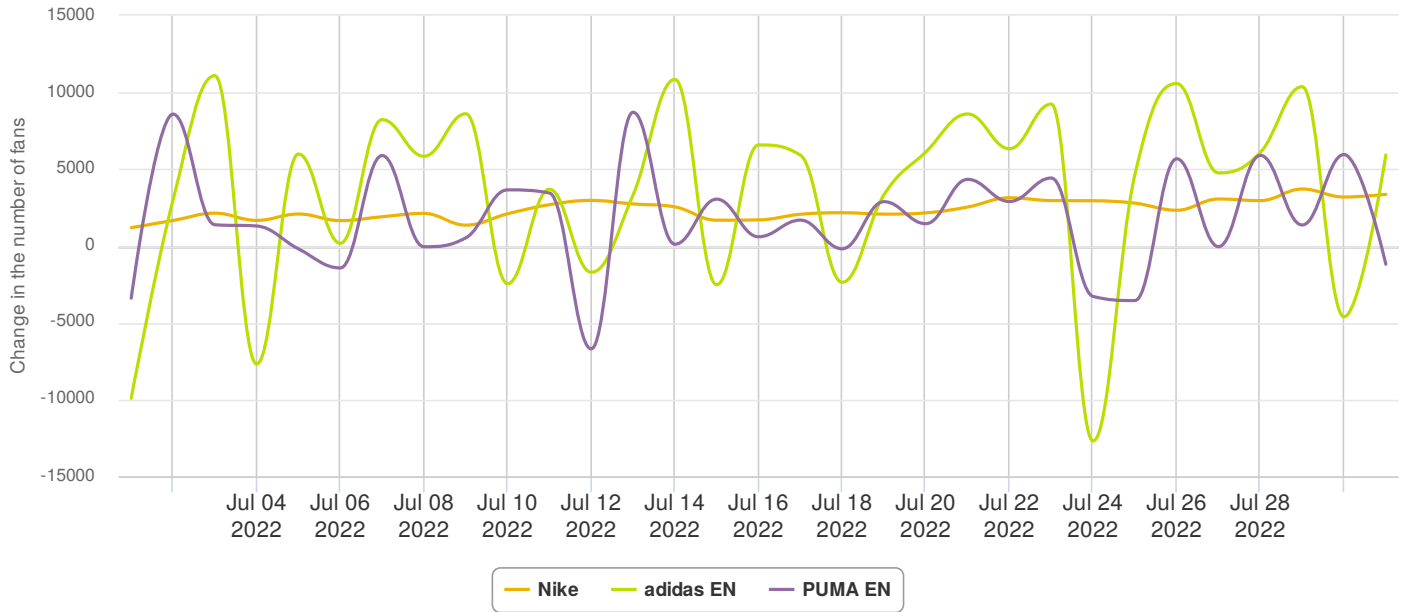
YEEZY SLIDE BONE AVAILABLE ON JULY 25 ON



Photos from adidas's post

Jul 20, 2022 04:00:04  880  24  23  404

1. Change in the number of fans



Nike

35,718,433

↑ 73,600

adidas EN

40,104,545

↑ 105,323

PUMA EN

21,362,204

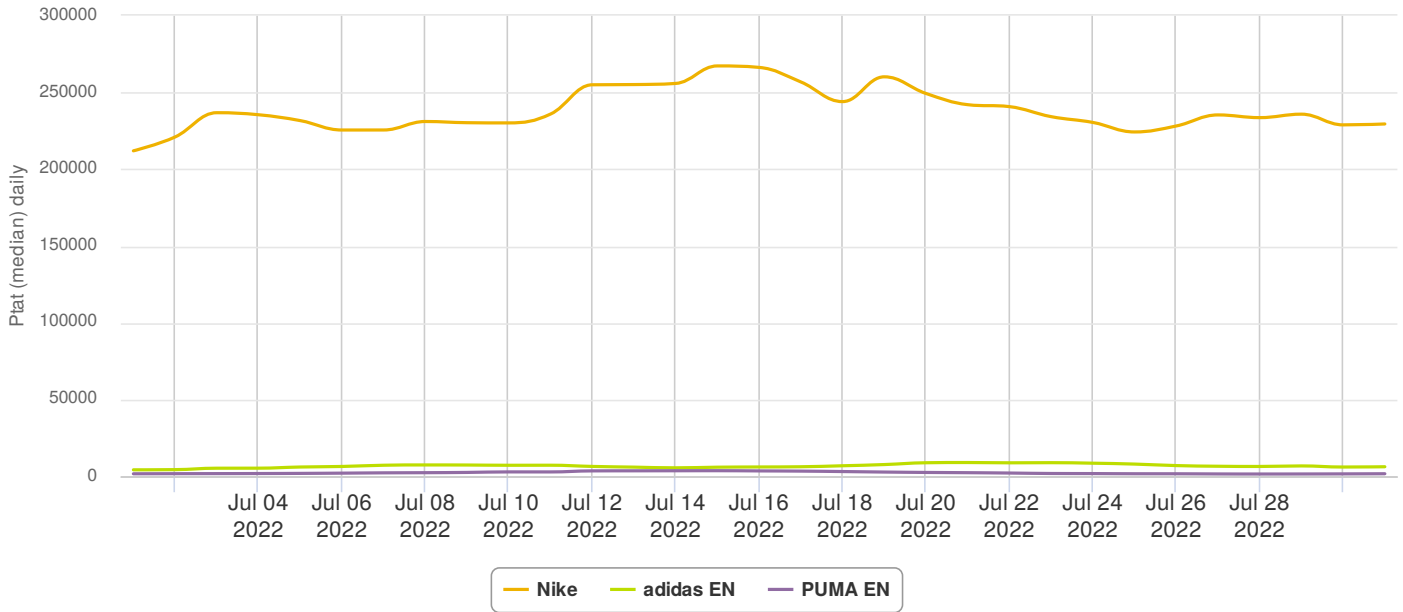
↑ 53,780

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)



sotrender.com

Nike
235,343
↑ 38,468.25

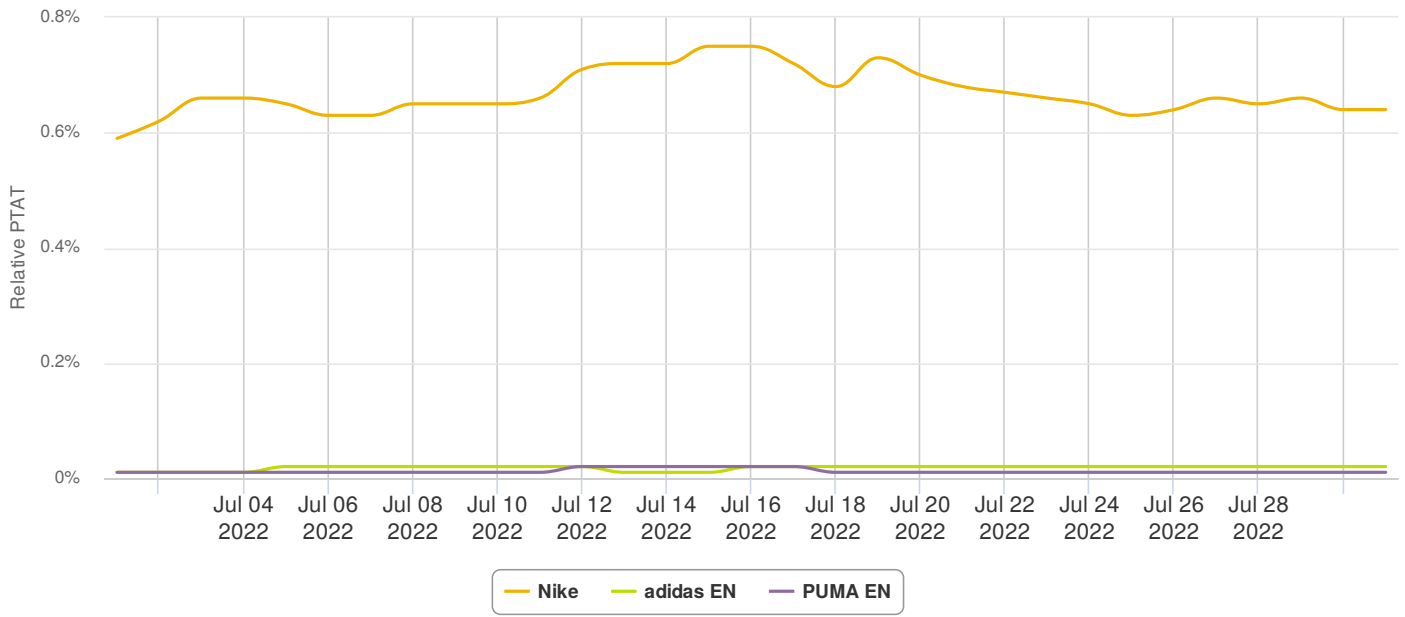
adidas EN
6,525
↓ 666

PUMA EN
2,104
↑ 468.5

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



sotrender.com

Nike
0.67%
 ↑ 0.06%

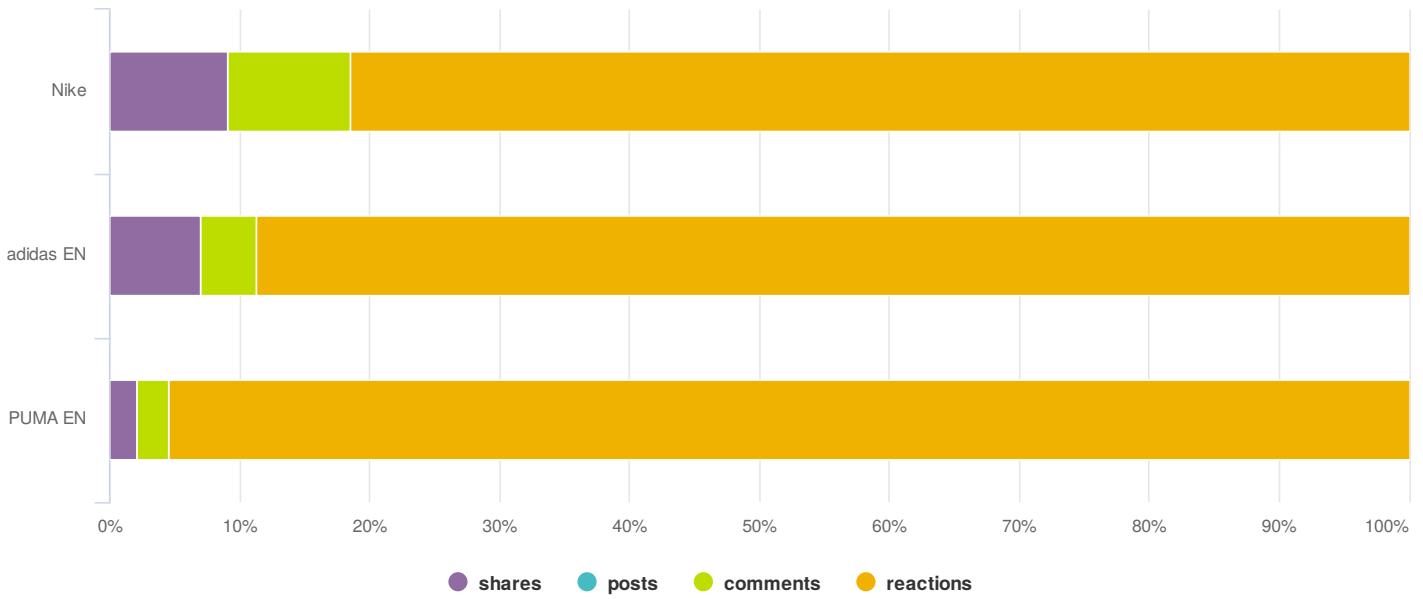
adidas EN
0.02%
 ↓ 0%

PUMA EN
0.01%
 ↑ 0%

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)

3. Types of engagement



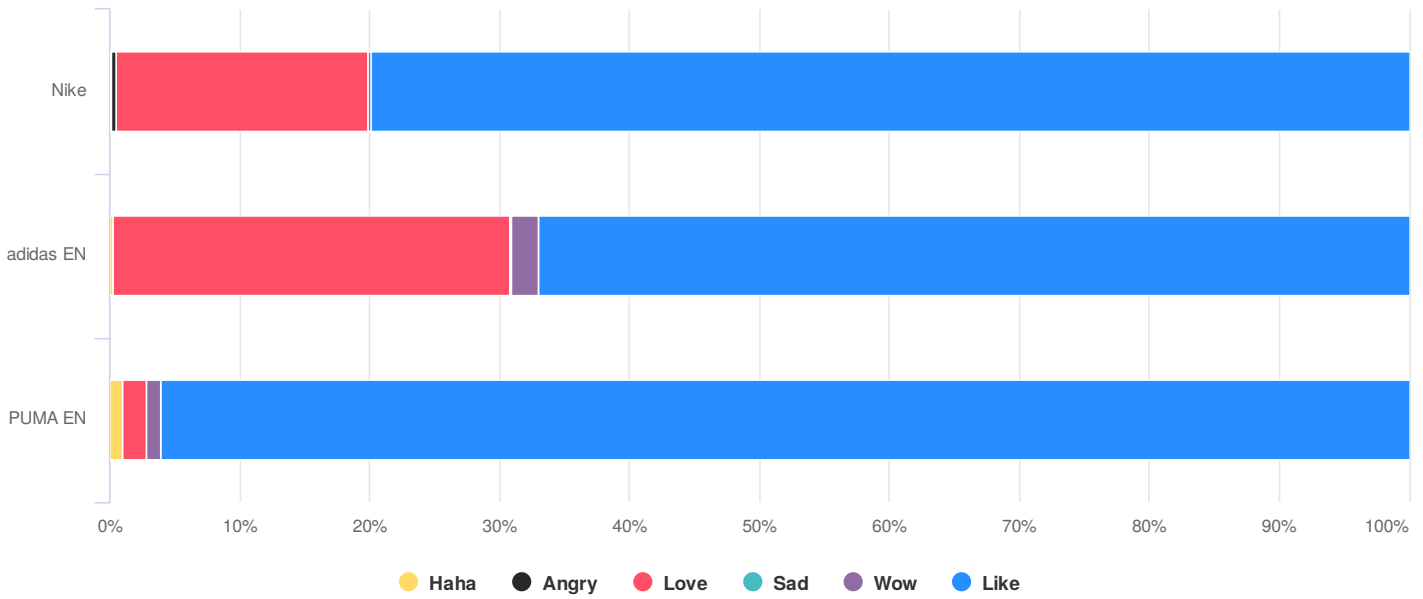
sotrender.com

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 engagmt for different profiles:

	shares	posts	reactions	comments	Total number
Nike	562	0	5,039	584	6,185
adidas EN	522	0	6,675	332	7,529
PUMA EN	13	0	592	15	620

4. Types of reactions



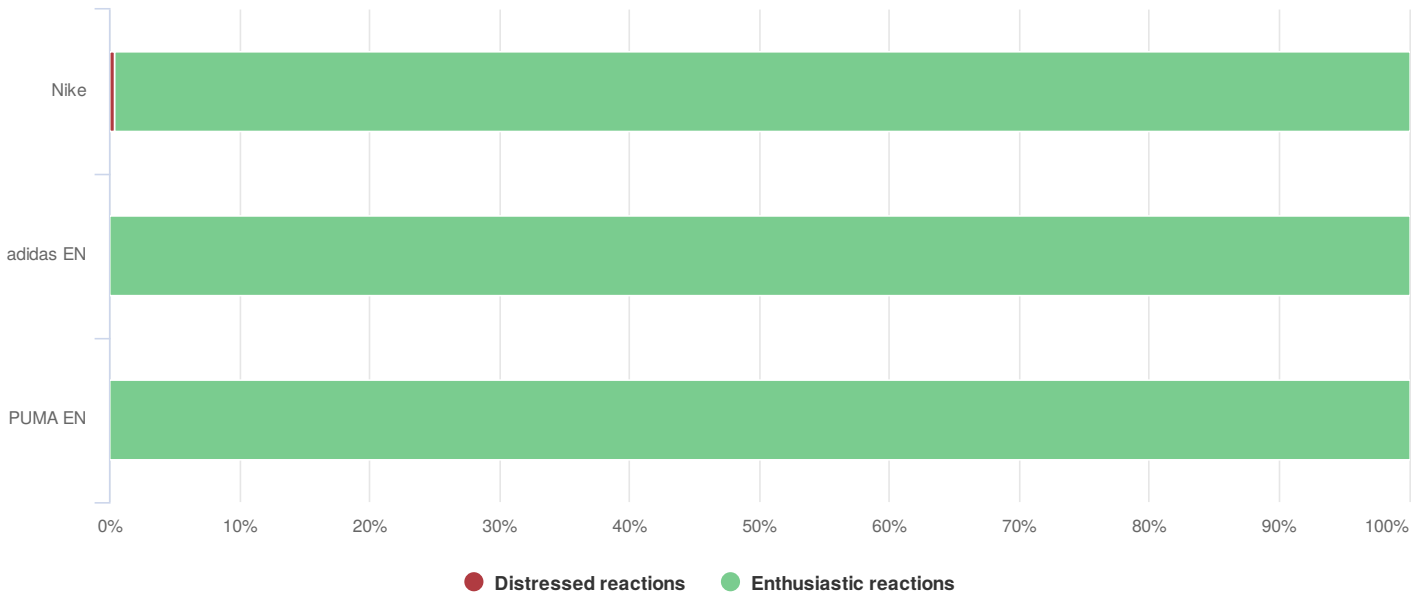
sotrender.com

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:

	Like	Love	Haha	Sad	Angry	Wow	Total number
Nike	4,023	977	8	0	18	13	5,039
adidas EN	4,469	2,039	20	1	0	146	6,675
PUMA EN	569	11	6	0	0	6	592

5. Sentiment rate



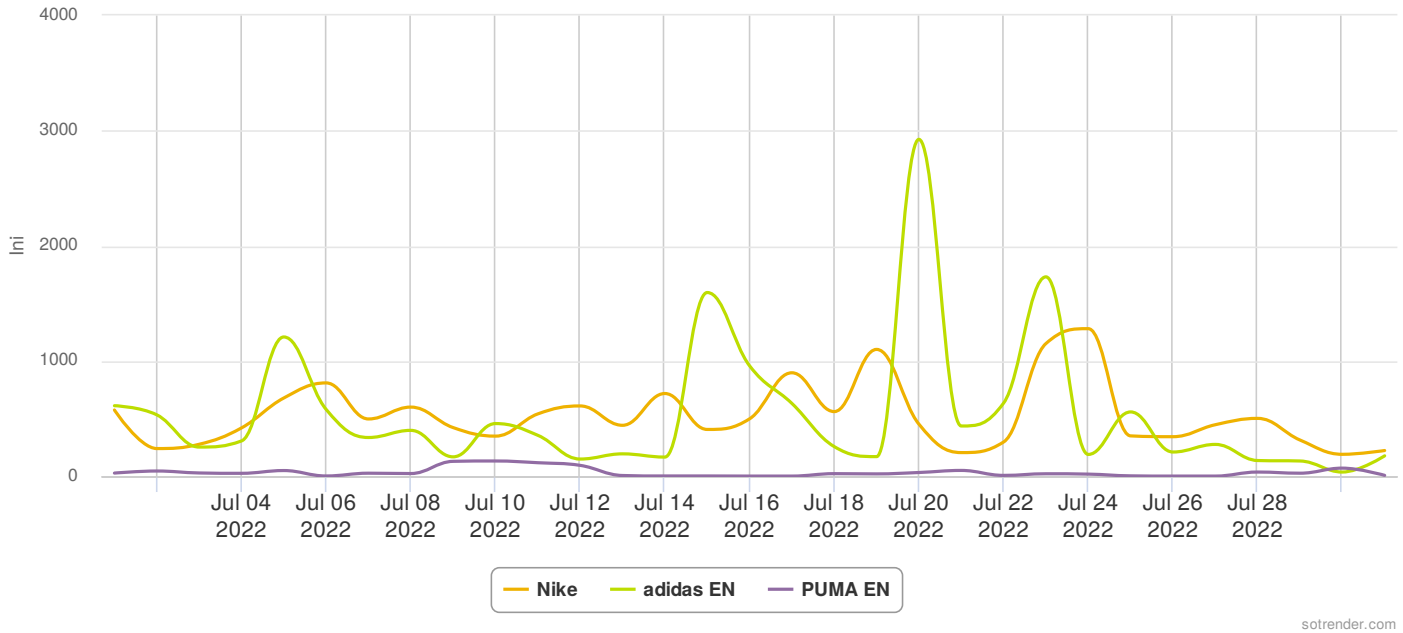
sotrender.com

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:

	Enthusiastic reactions	Distressed reactions	Total number
Nike	5,021	18	5,039
adidas EN	6,674	1	6,675
PUMA EN	592	0	592

6. Interactivity Index (InI)



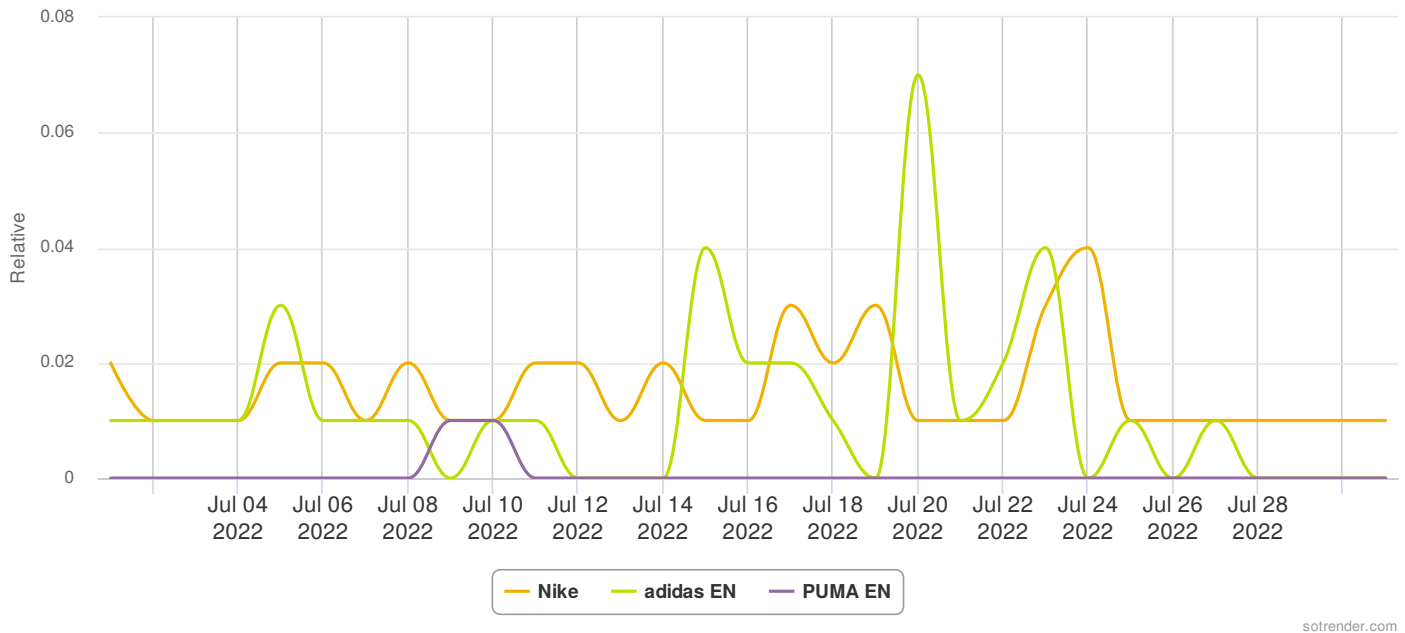
sotrender.com

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:

	InI	User's InI	Brand's InI	Average daily InI
Nike	16,367	16,367	0	527.97
adidas EN	16,739	16,355	384	539.97
PUMA EN	992	860	132	32

7. Relative Interactivity

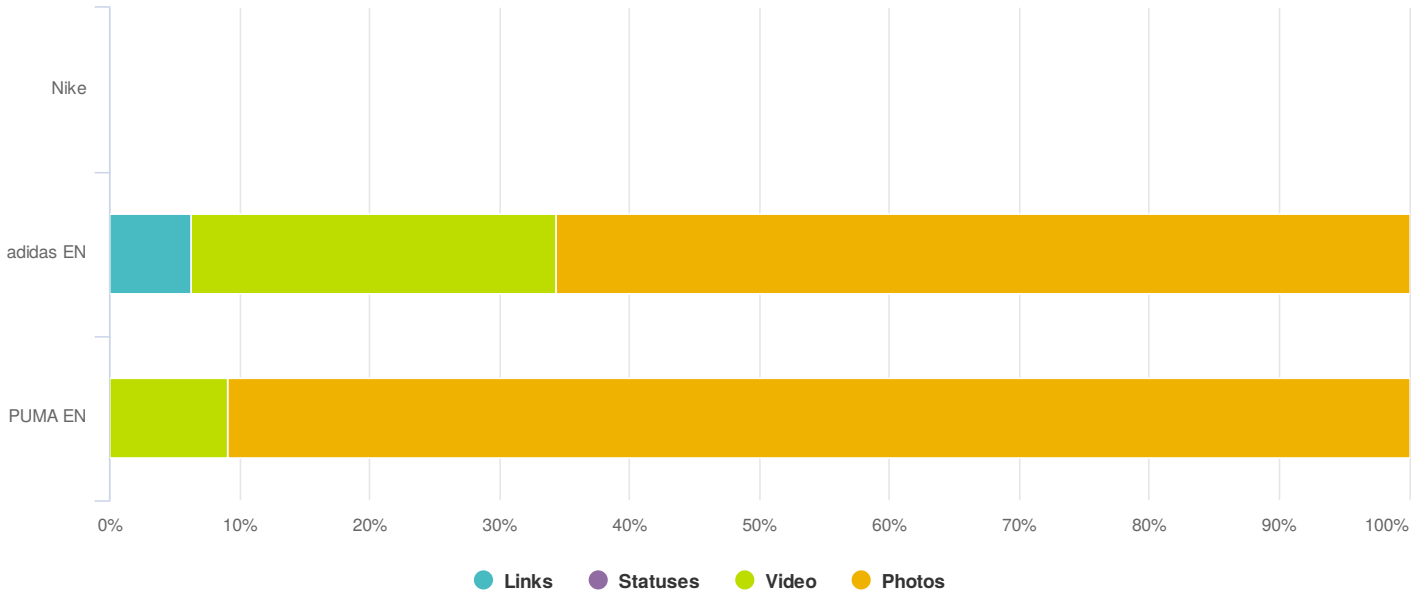


sotrender.com

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)

1. Types of brand's posts



sotrender.com


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:


	Photos	Video	Statuses	Links	Total number
Nike	0	0	0	0	0
adidas EN	21	9	0	2	32
PUMA EN	10	1	0	0	11

2. The best posts of the brands

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

 **adidas**
Jul 20, 2022 04:00:02


YEEZY SLIDE ONYX AVAILABLE ON JULY 25 ON ADIDAS.COM.PH/YEEZY, THE ADIDAS APP, ADIDAS BRAND CENTER GLORIETTA, NBHD GREENBELT 5, AND NBHD BONIFACIO HIGH STREET via ONLINE BALLOT. STAKE YOUR CLAIM THROUGH THIS LINK: <https://bit.ly/YZYSLIDES-BONEONYX>




Photos from adidas's post

Likes: **772**
Comments: **105**
Shares: **74**
Interactivity Index: **2376**
Relative Interactivity Index

(picture) [View this post on Facebook](#)

 **adidas**
Jul 23, 2022 12:00:08


MEMBERS EXCLUSIVE. adiClub Artist Series Drop 1. Be part of #adiClubPH today. Join now: adidas.com.ph/adiclub




Photos from adidas's post

Likes: **661**
Comments: **120**
Shares: **42**
Interactivity Index: **1813**
Relative Interactivity Index

(picture) [View this post on Facebook](#)

 **adidas**
Jul 05, 2022 12:00:04


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




Photos from adidas's post

Likes: **1263**
Comments: **11**
Shares: **31**
Interactivity Index: **1803**
Relative Interactivity Index

(picture) [View this post on Facebook](#)

 **adidas**
Jul 15, 2022 04:00:01

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: adidas.com.ph/adiclub



Timeline photos


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

Likes: **188**
Comments: **22**
Shares: **83**
Interactivity Index: **1604**
Relative Interactivity Index

(picture) [View this post on Facebook](#)

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

(picture) [View this post on Facebook](#)

adidas
Jul 20, 2022 04:00:04

YEEZY SLIDE BONE AVAILABLE ON JULY 25 ON ADIDAS.COM.PH/YEEZY, THE ADIDAS APP, ADIDAS BRAND CENTER GLORIETTA, NBHD GREENBELT 5, AND NBHD BONIFACIO HIGH STREET via ONLINE BALLOT. STAKE YOUR CLAIM THROUGH THIS LINK: <https://bit.ly/YZYSLIDES-BONEONYX>



Photos from adidas's post

Likes **404**

Comments **23**

Shares **24**

Interactivity Index **880**

Relative Interactivity Index

(picture) [View this post on Facebook](#)

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

(video) [View this post on Facebook](#)

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: [#adiclub #adiClubPH](https://adidas.com.ph/adiclub)



Photos from adidas's post

Likes **294**

Comments **7**

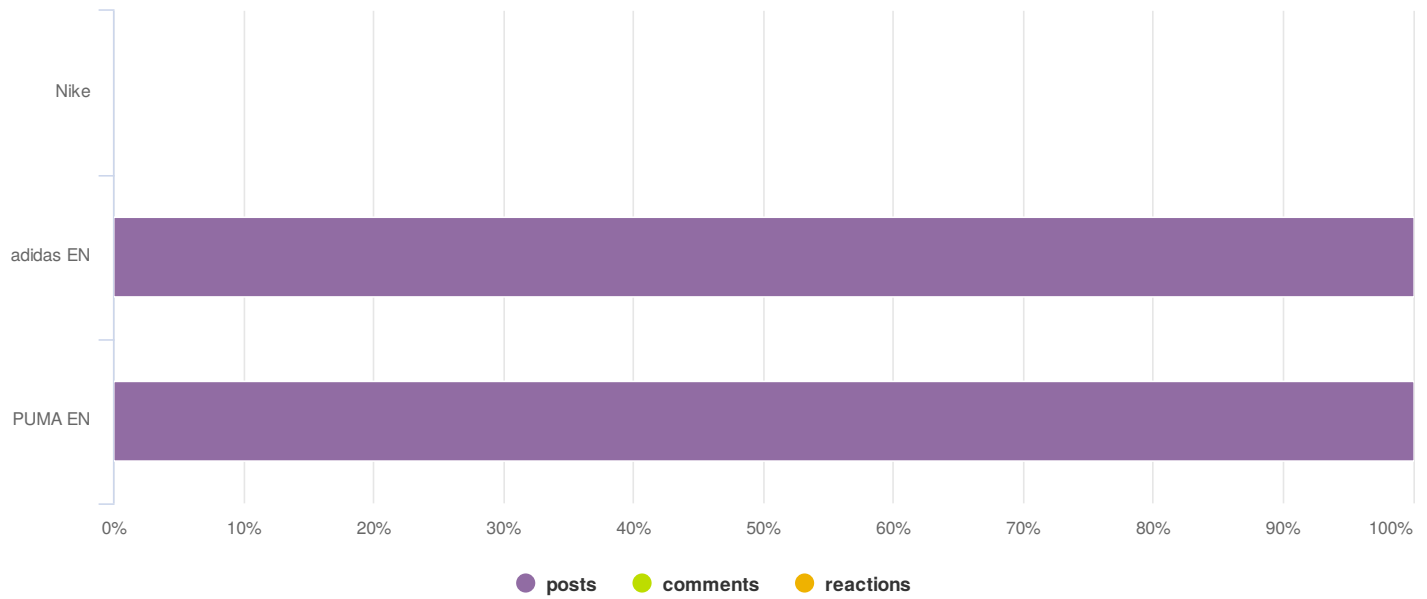
Shares **20**

Interactivity Index **642**

Relative Interactivity Index

(picture) [View this post on Facebook](#)

1. Brand's activities



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In the analyzed period, administrators performed 43 activities

- The highest number of activities: adidas EN - 32
- The lowest number of activities: Nike - 0