

Brandwatch: Reebok Overview

“Key Insights.”: The Key Insights component provides you with a top level view of overarching statistics and trends for your data.

Q1: What is the mention volume? Number of unique authors? Top trending topics?

Mention Volume: 577K

Unique Authors: 231K

Trending Topics:

1. 10% Discount
2. New York
3. Pls Send DM

Add a Component “Pie Chart” under Custom Charting:

Q2: What are the top 3 social media channels in the dataset? (Note that you can also view the mention volume for each platform by hovering over its slice in the chart.)

1. Twitter 75% - 430K mentions
2. News 11% - 61K mentions
3. Reddit 7% - 37K mentions

6. Add a Component “Demographics.”: Demographic insights provides in-depth analysis of the people tweeting about your brand or competitors. This information includes gender, account type, location, profession and interests. Demographic data is currently only available for Twitter users with English bios.

Q3: What is the gender breakdown?

Female: 36% 30K authors

Male: 64% 52K authors

Q4: What are the top interests and professions of the authors tweeting about Reebok?

Top Interests:

1. Sports 18%
2. Family & Parenting 10%
3. Music 10%
4. Business 9%

Top Professions:

1. Artists 34%
2. Executive 20%
3. Journalist 8%
4. Sportsperson & Trainer 6%

Q5: Focusing on the U.S., what are the qual?

- 8. Add a Component “Sentiment.”:** The Sentiment component is designed to allow you to better understand the current sentiment around your brand or topic.

Negative: 11%
Positive: 9%
Neutral: 80%

Negative: G-Shock, Cardi B, Shaq, Drugs, Expensive, Bad Marketing, "Shrug Worthy"

Reebok Mentions Found in Negative-like Contexts

Add to Dashboard View Export ↕

Mentions 1 - 20 of 60868

Search Go Sort by Reach

01		airikadorseyy (Airika) @airikadorseyy "Thuggin in my Reebok's riding with a G-shock" 🤔🤔🤔 https://t.co/Tn3XiPNdwI	2 May	
02		iamcardib (iamcardib) @iamcardib If you got a fat ass pussy or you got a boney pussy with some grip DONT worry momma BARDI got you !!! I made this collection Wit everybody body shapes in mine !!!!! @Reebok https://t.co/FfNbN4qQOm	27 Aug	
03		iamcardib (iamcardib) @iamcardib This is me trying to answer all the Reebok questions 🙄🙄🙄 I feel attacked 😞 https://t.co/V6WgSkTKtc	23 Apr	
04		ApeGangNFT (Ape Gang) @ApeGangNFT You miss 100% of the shots you don't take. Metaverse partnership. @Reebok? #WEAREAPEGANG #reebok https://t.co/RVhHcqqj7d	30 Jan	
05		datbycococo (DatBBy CoCo) @datbycococo 🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔 He really took my @iamcardib Reebok's...Fuck dat dooR jmma hit dah iunk vard n dah momni https://t.co/K4hKtMUH3B	18 Aug	

Positive: Cardi B, Iversons CrateMaster Film, Promotion

Reebok Mentions Found in Positive-like Contexts

01  **iamcardib (iamcardib)** @iamcardib 27 Aug
TEN AM !!!! See ya there !!! @Reebok <https://t.co/Qq7ewXAdTF>

02  **iamcardib (iamcardib)** @iamcardib 23 Apr
REEBOK UPDATES !!!! If their not on the website try finish line and foot locker .I'm surprised the men sizes sold out Sooo quickly . <https://t.co/JD8doXlp1B>

03  **iamcardib (iamcardib)** @iamcardib 23 Apr
I suppose to be happy cause the **Reebok sneakers** sold out & pretty quickly but I'm actually sad cause a lot of people couldn't get them .Please call your local foot locker or finish line and see is they have them in the stores .Thank you sooo much guys 💜💛💚💙🐶🐱

04  **iamcardib (iamcardib)** @iamcardib 12 Apr
Wait Guys .These **Reebok** release are my last clue Cs 🙄.The next drop is a new sneaker design.Saaaaayyyyyy gooooodddbyyyyyyyyyyyyyyy

05  **MikeishaDache (K E I S H)** @MikeishaDache 23 Aug
Well since everyone is playing with crates, we (@reebok) put out a short film last month about kids in Brooklyn playing basketball with crates. Go watch that I'm the copywriter on it! #CrateMaster <https://t.co/GKJyG1Bo1f> <https://t.co/WeASyKHCHf>



9. Add a Component “Trending Topics.”: The Trending Topics component arranges Topics within your data according to how current the conversations surrounding them are. It offers an effective way of understanding the latest trends and visualizing which Topics are trending and which are fading out.

1. Phrases is the default option. In my opinion, looking at phrases gives us better insights than keywords because phrases add context.
2. Remember: you can always interact with elements in your dashboard. For example, if you click on any of the phrases you would see the list of mentions that contain that phrase.
3. You can select hashtags, organizations, etc. for Show to view other trending topics.

Q8: What is the top trending phrases? (i.e., phrases appearing further to the right, or redder phrases)

1. 10% Discount: Re-sale
2. New York: Cardi B Launch
3. Pls Send DM: Re-sale



Fading  Trending

10. Add a Component “Volume Over Time” and toggle on Iris.: This component is pre-configured to display a line chart of mention volume over time. It offers a very effective starting point in your data analysis. You can use this component to identify peaks in conversation over time and analyze shifts in volume.

Iris is a smarter and faster way to discover insights from Brandwatch. It automatically analyzes peaks in your dataset and explains what caused conversation to grow. After discovering the drivers causing the peak, Iris will present them in the sidebar of your chart. The peaks are labeled A, B, C and so on, helping to locate the peaks you’re interested in. Peaks are ranked by difference from the daily median. The peak with the label A is considered most significant as it will have the largest percentage difference from the daily median. Clicking on one of the labeled peaks opens the insight card in the chart sidebar.

Q9: How many noticeable peaks in volume are there? Study those spikes. What are the drivers of the peaks?

Noticeable Peaks: 3

Spike A: April 26th - May 9, 2021: 104% higher than usual

- 18701 Retweet: RT [@airikadorseyy](#) “Thuggin in my Reebok’s riding with a G-shock” 🤔🤔🤔
<https://t.co/Tn3XtPNdwl>
- 677 Mentions: Reebok Classic Trainers Grippy outsole for essential cushioning Promo: 10% discount _ Phone/Whatsapp: 08039562419 Telegram:<https://t.co/aa7W48b3ZK> Pls send DM / Ramadan 🌙 <https://t.co/iu1yyIEmaZ>
- 534 Mentions: #homeworkout

Spike B: Jun 07, 2021 - Jun 13, 2021: 99% higher than usual

- 8381 Mentions: RT @HJR_Bae “Thuggin in my Reebok’s, riding wit a G Shock!” <https://t.co/m2yU0L6xXa>
- 456 Retweets: RT @darrenrovell Adidas has put Reebok up for sale. When the new buyer comes along, they will have a massive check to cut nine years from today. That’s when Allen Iverson turns 55 and Reebok owes him a \$32 million as part of the lifetime deal he signed in 2001. <https://t.co/5R38g3yGxO>
- 381 Retweets: RT @Billyhottakes Throwback to the Reebok era of the NFL to take you into your Friday night <https://t.co/8T9LPBfqog>
- 380 Mentions: Reebok Club C Trainers Stacked Footie Promo: 10% discount_ Phone/Whatsapp: 08039562419 Telegram:<https://t.co/6vNxafYQIV> Pls Send Dm/Nationwide Delivery <https://t.co/kr20TO7umB>
- 283 Retweets: RT @tomyluvshownu Shownu in a suit copying Shownu in reebok bulldog tee doing Shoot Out's manner mode with the happiest eye smile UWU ♥ <https://t.co/7YkPFvEVbk>

Spike C: Aug 23, 2021 - Aug 29, 2021: 97% higher than usual

- 1420 Mentions: @iamcardib If you got a fat ass pussy or you got a boney pussy with some grip DONT worry momma BARDI got you !!! I made this collection Witt everybody body shapes in mine !!!!! @Reebok <https://t.co/FFnbN4qQ0m>
- 1419 Retweet: RT @iamcardib If you got a fat ass pussy or you got a boney pussy with some grip DONT worry momma BARDI got you !!! I made this collection Witt everybody body shapes in mine !!!!! @Reebok <https://t.co/FFnbN4qQ0m>
- 2518 mentions from news sites: msn.com
- 957 mentions: #cratemaster
- 928 retweets: RT @MikeishaDache Well since everyone is playing with crates, we (@reebok) put out a short film last month about kids in Brooklyn playing basketball with crates. Go watch that I’m the copywriter on it! #CrateMaster<https://t.co/GKJyG1Bo1f> <https://t.co/WeASyKHCHf>
- 733 mentions: @iamcardib Reebok release TEN AM !!!! See ya there !!! @Reebok <https://t.co/Qq7ewXAdTF>
- 448 mentions: #gifted by @iamcardib
- 367 mentions: [Shaquille O'Neal on the reason why he cut a lucrative deal with Reebok to make affordable shoes with Walmart, via @NelkBoys Podcast.streamable.com/7gtrvq](https://t.co/feZhvxRVw0)
- 312 retweets: RT @FOS Shaq left his deal with Reebok in 1998 and never looked back. He moved on from expensive sneakers and created affordable ones for Walmart. They've sold over 200 million pairs since. (👤: @nelkboys)
- 275 mentions: @iamcardib PSA Reebok launch
- 243 mentions: All new. All Cardi. The new @iamcardib collection is available now. #ReebokCardiB <https://t.co/feZhvxRVw0> <https://t.co/y64rhUIrBd>
- 208 mentions: All new. All Cardi. The new @iamcardib collection is available now. #ReebokCardiB <https://t.co/feZhvxRVw0> <https://t.co/y64rhUIrBd>
- 188 mentions:@ baskeballnews After a woman criticized him for selling such expensive sneakers, Shaquille O'Neal left his \$40 million Reebok deal to make affordable shoes for kids. @SHAQ: “That day, I cut ties with Reebok. I told them to keep the money (because) this ain’t right.” <https://t.co/lu8PZSF8DV>

Q10: What are the insights you have gained from this exercise for your IMC plan? For example, you could use the result from location analysis (i.e., Volume by County/City) to determine where your audience is on social media and thus where you want to focus on in terms of social media efforts. Think ahead about how you are going to utilize and implement those insights at the strategies/tactics stage later on.

Where is our audience on social media?

- New York, NY 17K
- LA, CA 6K
- Atlanta, GA 5K
- Chicago, IL 2.5K
- Houston, TX 2K

Themes:

- CardiB Launch
- Shaq leaving deal to create affordable shoes
- G-Shock Meme
- Re-sale