



Social Report for **adidas**

Aug 30 - Sep 29

2015

 @adidas

 adidas

 adidas



Brand Awareness

Are people talking about adidas?

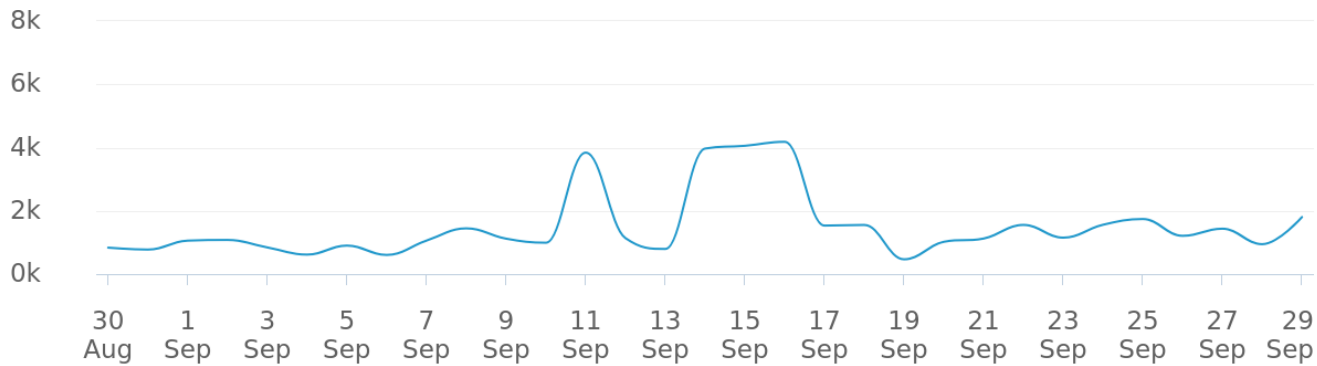
BRAND MENTIONS

46.4K ▼ 12.2%

POTENTIAL IMPRESSIONS

200.0M ▼ 25.2%

MENTIONS PER DAY



— adidas

TOP DEMOGRAPHICS

Gender

54.8%

Men

Age Group

43.8%

18 - 24 year olds

Locations

49.4%

United States

Interests

3.6%

Football

* Impressions are the aggregate number of followers of the people that mentioned adidas

* Trends show percentage of change compared to all-time stats



Brand Awareness

What are people saying about **adidas**?



6,522 ↻ | 15 days ago



1,901 ↻ | 13 days ago



707 ↻ | 14 days ago



364 ↻ | 1 month ago

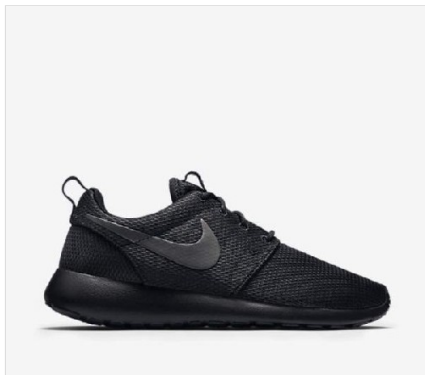


Novak Djokovic

@DjokerNole

Thanks @Adidas for keeping my feet on the ground
twitter.com/adidas/status/...

306 ↻ | 14 days ago



291 ↻ | 5 days ago



275 ↻ | 22 days ago



Flamengo

@Flamengo

"A camisa de basquete da @adidas mais vendida no mundo, fora NBA, é a do Flamengo." - Marcelo Vido
[#FlaBasquete1516](https://twitter.com/FlaBasquete1516)

216 ↻ | 4 days ago



* Top posts mentioning adidas on Twitter, ranked by number of retweets



Social Activity

How active are adidas' social accounts?

TOTAL POSTS

44 ▼ 55.1%

TWEETS

22 ▼ 73.7%

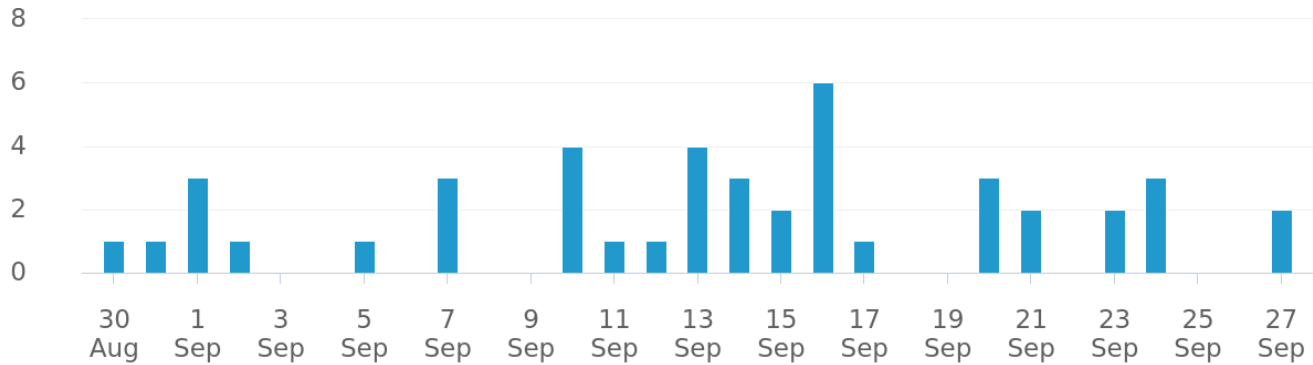
POSTS

11 ▼ 53.1%

PHOTOS

11 ▼ 37.6%

POSTS PER DAY



adidas

- * Posts include tweets, Facebook posts and Instagram posts by adidas
- * Trends show percentage of change compared to all time stats



Engagement

How engaging is adidas's content?

TOTAL ENGAGEMENT

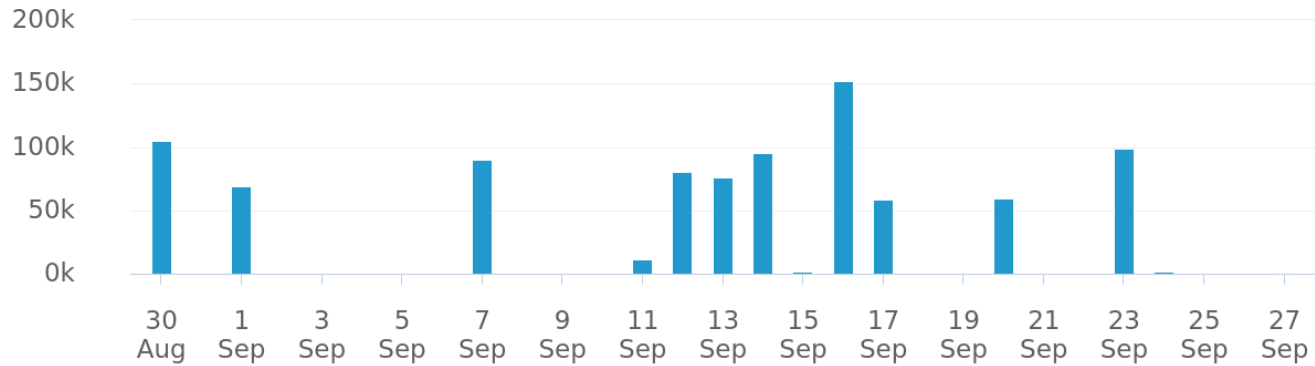
901.1K ▲ 201.1% **14.0K** ▲ 93.2% **5.9K** ▼ 79.5% **881.2K** ▲ 149.2%

RETWEETS

LIKES

LIKES

SHARES PER DAY




adidas

* Trends show percentage of change compared to all-time stats






Content Performance



What are adidas's best posts?

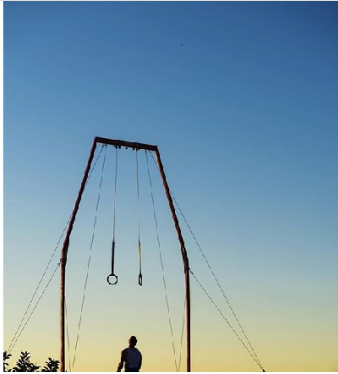
 **adidas**
@adidas



Every moment is a chance to take what you know, and reinvent it. Create the New Speed.
amp.twimg.com/v/ecb042c8-5a4...


11,647  | 19 days ago 






104,871  | August 30, 2015 



98,641  | September 23, 2015 




94,574  | September 14, 2015 





89,778  | September 7, 2015 



1,297  | 13 days ago 



80,588  | September 12, 2015 



1,571  | September 24, 2015 

* Top posts by adidas, ranked by number of retweets and likes



Fanbase Growth

How many new followers and likes did **adidas** get?

TOTAL NEW FANS

646.0K

FOLLOWERS

67.3K

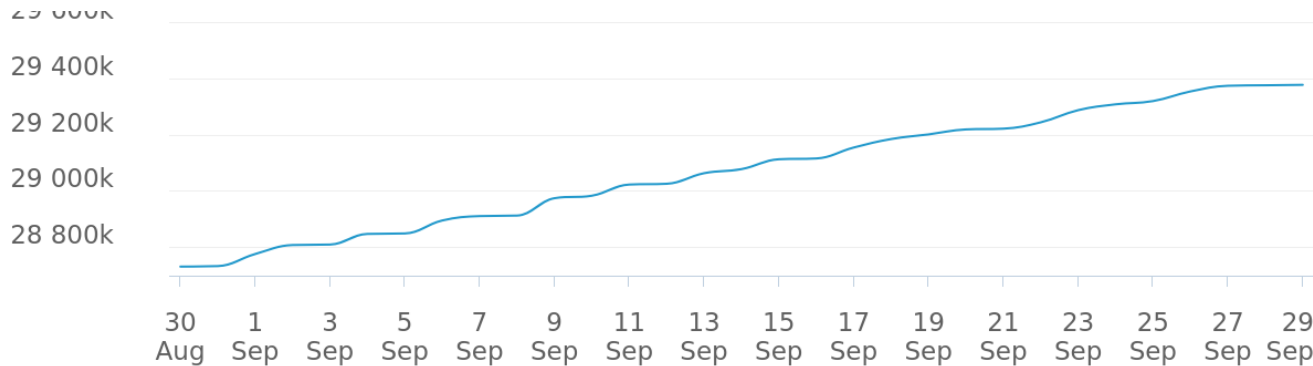
LIKES

345.9K

FOLLOWERS

232.9K

TOTAL FANS



— adidas

TOP NEW FOLLOWERS



@Maliachigh

81.2K Followers



@VitorNogueiira

61.5K Followers



@BOWLERZNATION

33.9K Followers



@musab_kdsh

1.5K Followers

* Fans include Twitter followers, Facebook likes, and Instagram followers



Fanbase

How big is adidas's audience?

TOTAL FANS

29.4M ▲ 2.2%

TWITTER FOLLOWERS

2.4M ▲ 2.8%


FACEBOOK LIKES


21.3M ▲ 1.6%

INSTAGRAM FOLLOWERS


5.7M ▲ 4.1%

TOP FOLLOWERS

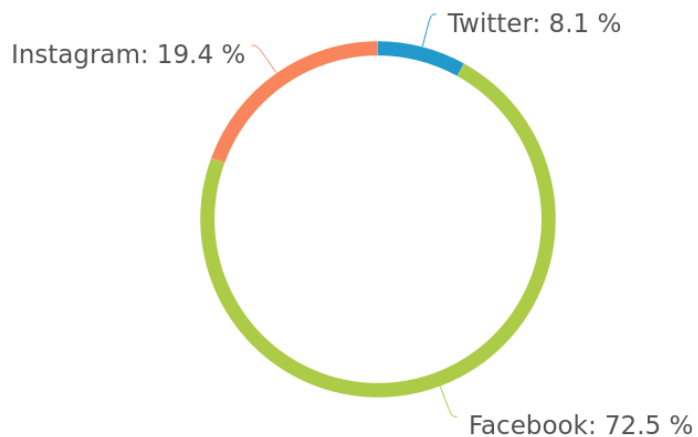
 @OTROGUAPOSUELTO
431.3K Followers

 @Adri_AA_
104.9K Followers

 @Maliachigh
81.2K Followers

 @kemiadetiba
71.1K Followers

FANS DISTRIBUTION



* Trends show growth as a fraction of adidas's total audience