Believe in something.
Even if it means sacrificing everything.

Just do it.

Big data analysis of the voice of the people and Nike's brand favorability pre and post Colin Kaepernick's Ad

CULTURINTEL
THE VOICE OF THE PEOPLE

We believe

The most powerful source of consumer insight comes from the

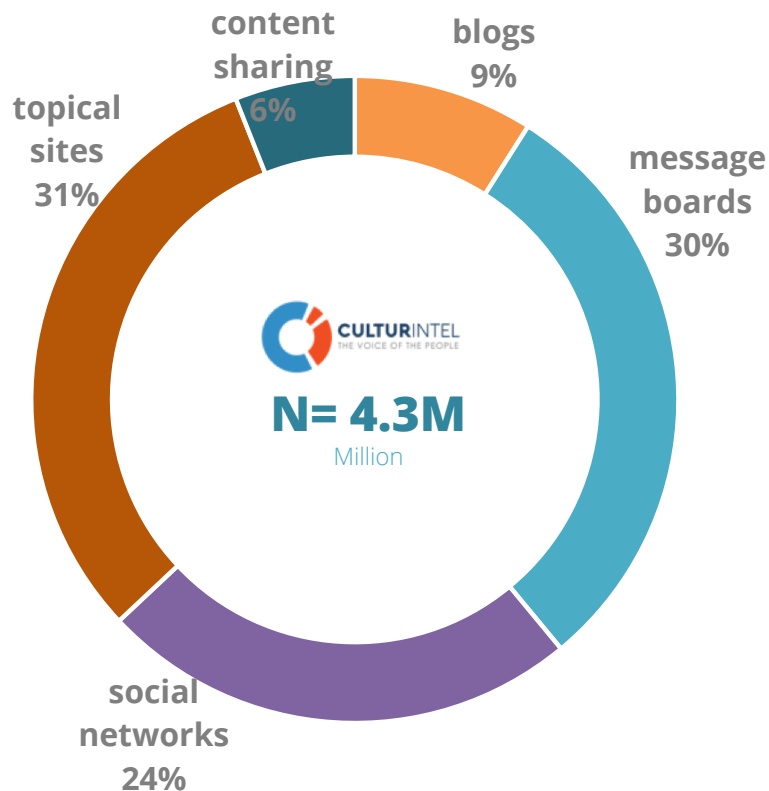**real-time and unsolicited digital voice of the people.**

NIKE

7 day analysis of 4.3 Million discussion about Nike as a corporate brand, pre and post Colin Kaepernick's Ad.

As of 9/6/18.

Sample Size by Segment

Overall N= 4,384,586
Hispanic N= 165,567
African American N= 595,347
Male N= 1,928,323
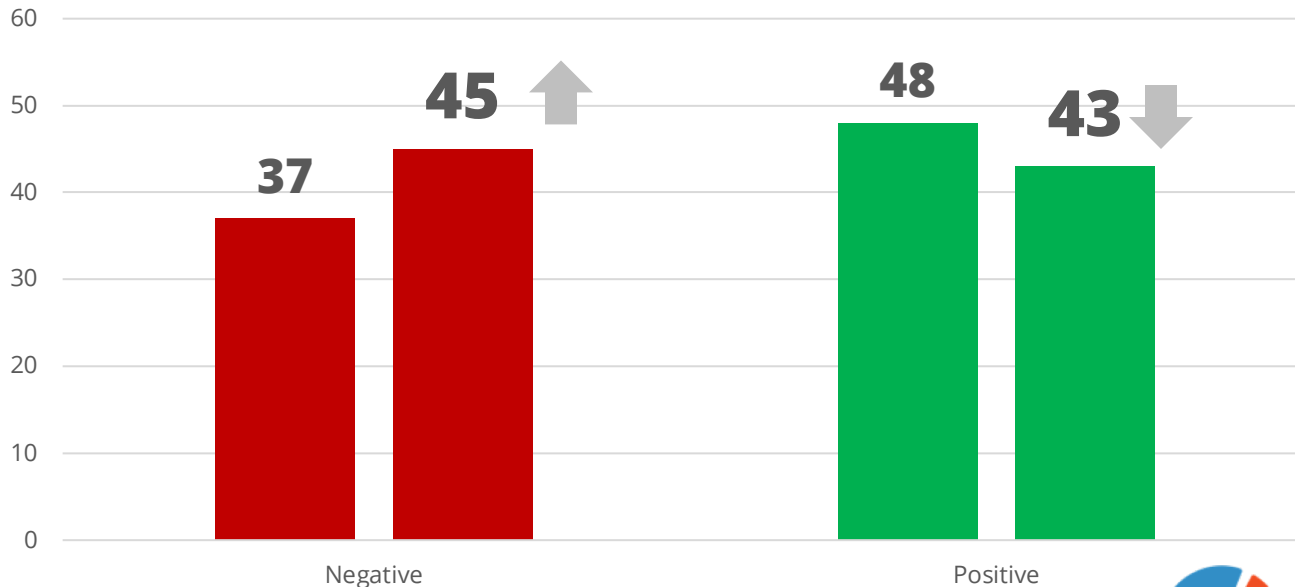Female N= 1,023,192
Millennial N= 784,495

Where does the data come from?

content sharing 6%

blogs 9%

topical sites 31%

message boards 30%

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N= 4.3M
Million

social networks 24%

POSITIVE: Corporate Brand Sentimeter™ by Segment pre and post Colin Kaepernick's Ad

As of 9/5/18 based on 4.3 million corporate brand digital discussions over 7 days about brand Nike

Nike's brand favorability (positive sentiment) increased post Colin Kaepernick's Ad among African Americans and Millennials, however it slightly declined for the overall public.

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Legend: ■ PRE ■ POST

Segment	PRE	POST
Overall	48	43 ▼
Hispanic	38	40
AF AM	59	62 ▲
Men	47	45
Women	43	45
Millennials	55	59 ▲

N= 4.3 Million

Overall N= 4,384,586, Hispanic N= 165,567, African American N= 595,347, Male N= 1,928,323, Female N= 1,023,192, Millennial N= 784,495
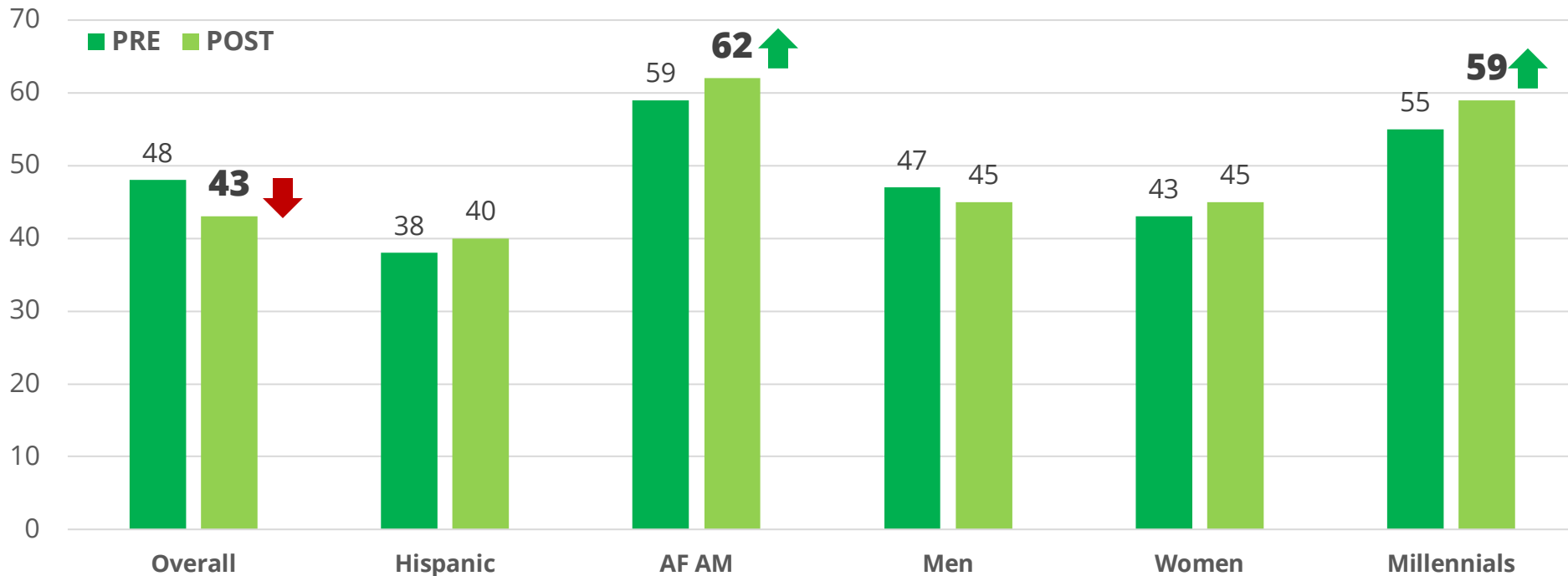
NEGATIVE: Corporate Brand Sentimeter™ by Segment pre and post Colin Kaepernick's Ad

As of 9/5/18 based on 4.3 million corporate brand digital discussions over 7 days about brand Nike

CULTURINTEL
THE VOICE OF THE PEOPLE

■ PRE ■ POST

Segment	PRE	POST
Overall	37	45 ⬆
Hispanic	38	41
AF AM	20	17 ⬇
Men	39	42
Women	37	39
Millennials	30	32

N= 4.3 Million

Overall N= 4,384,586, Hispanic N= 165,567, African American N= 595,347, Male N= 1,928,323, Female N= 1,023,192, Millennial N= 784,495
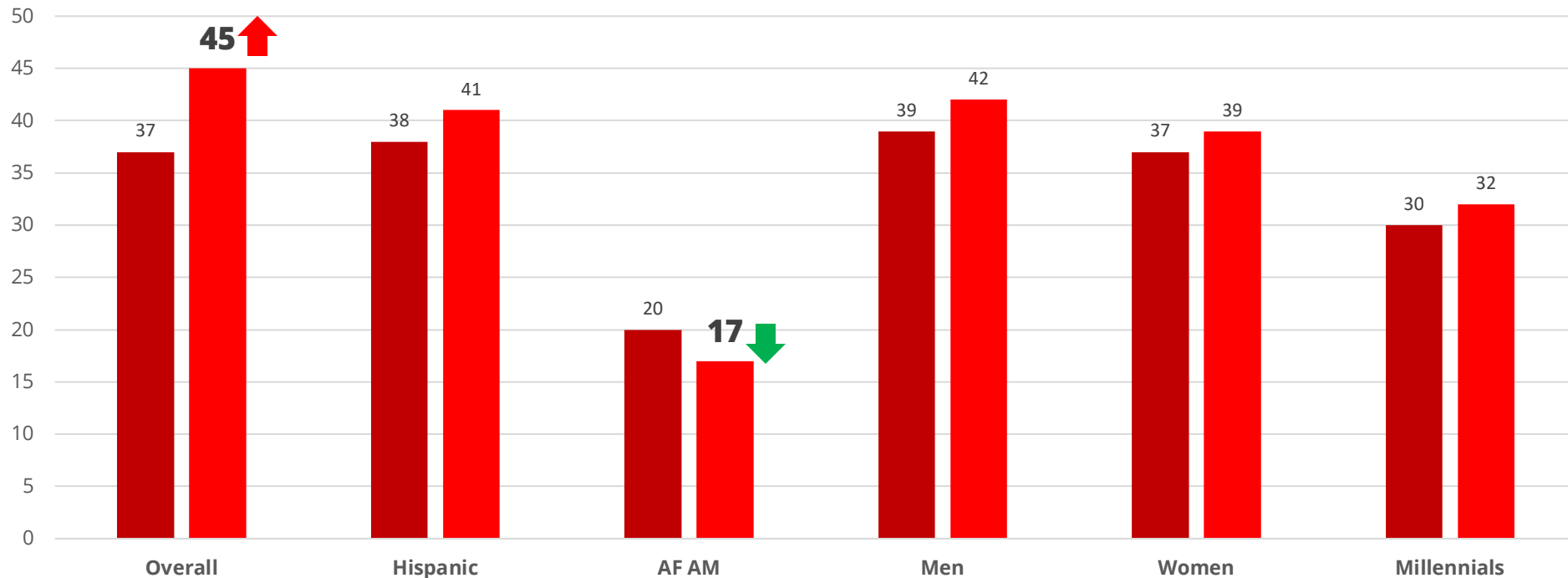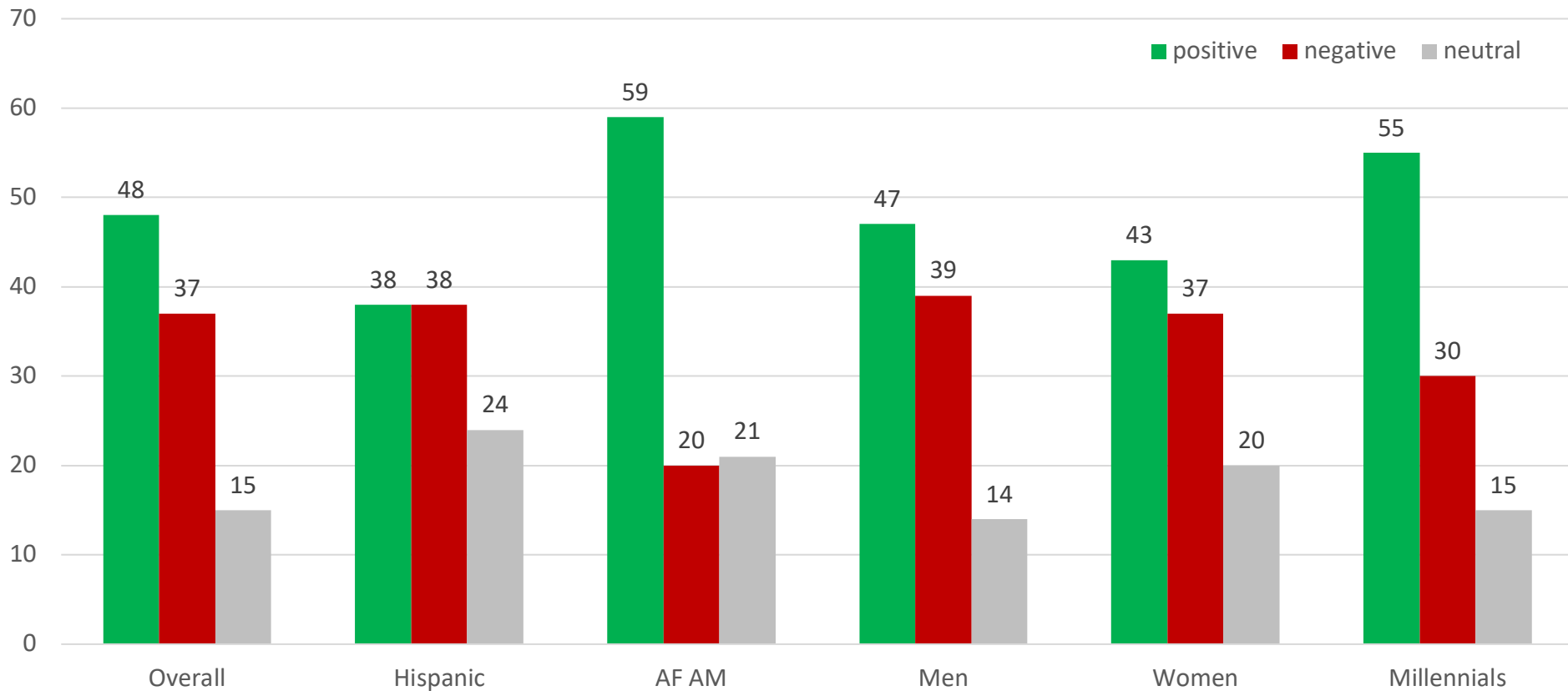
Corporate Brand Sentimeter™ by Segment pre Colin Kaepernick's Ad

As of 9/5/18 based on 4.3 million corporate brand discussions about brand Nike

Legend: positive, negative, neutral

| Segment	positive	negative	neutral
Overall	48	37	15
Hispanic	38	38	24
AF AM	59	20	21
Men	47	39	14
Women	43	37	20
Millennials	55	30	15

Overall N= 4,384,586, Hispanic N= 165,567, African American N= 595,347, Male N= 1,928,323, Female N= 1,023,192, Millennial N= 784,495

Corporate Brand Sentimeter™ by Segment post Colin Kaepernick's Ad

As of 9/5/18 based on 4.3 million corporate brand discussions about brand Nike

Overall N= 4,384,586, Hispanic N= 165,567, African American N= 595,347, Male N= 1,928,323, Female N= 1,023,192, Millennial N= 784,495

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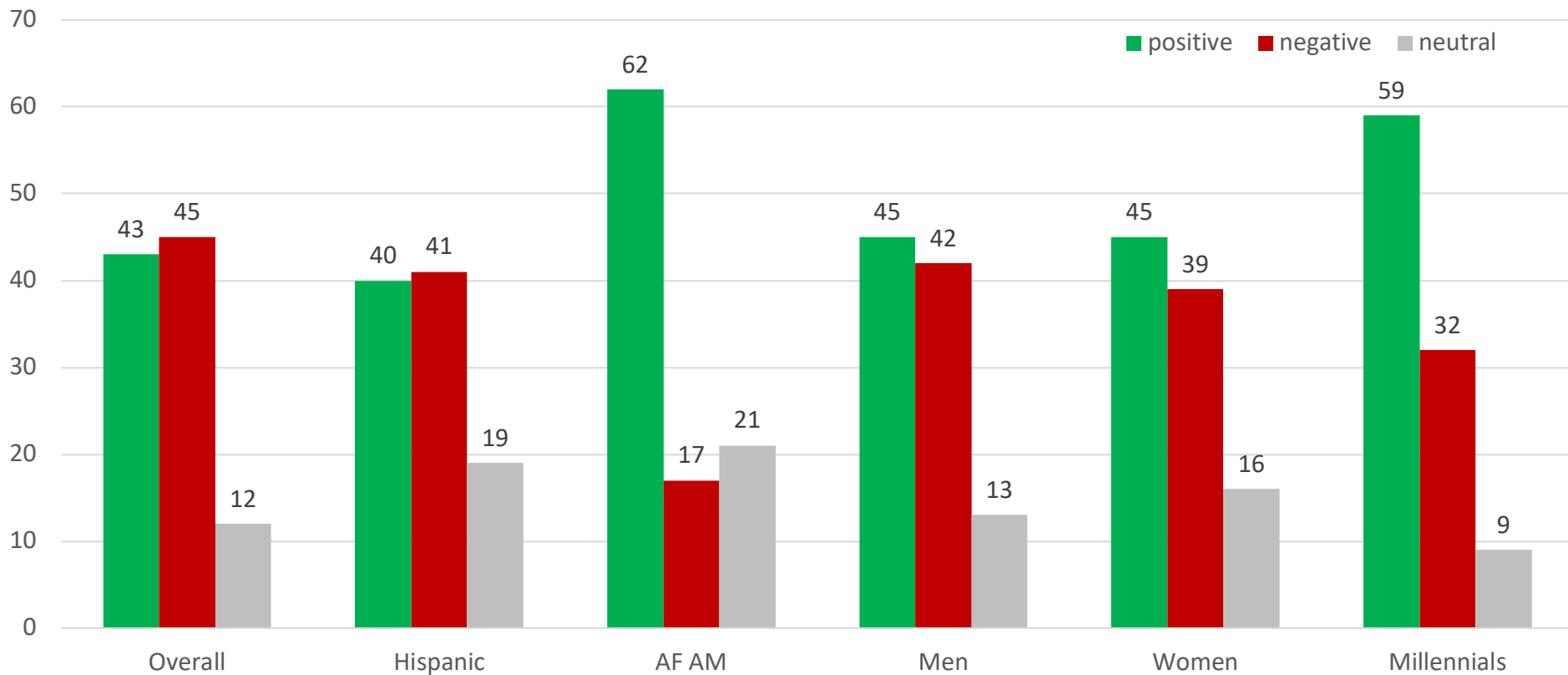
About the method

A.I. powered Cultural Intelligence™
Turning the digital voice of the people into actionable insights.

An algorithm using leading AI, NLP*, machine learning and big data tools to turn all available open-sourced digital discussions into actionable insights, measures of sentiment and decision journeys across segments, globally.

RECOGNIZED & AWARDED BY

HARVARD UNIVERSITY

CNN

Forbes

PM360 Innovator

PM360 TRAILBLAZER AWARDS

WORLD ECONOMIC FORUM

PR WEEK

HEALTH INFLUENCER 50

MM&M

*Natural Language Processing

CULTURINTEL

How it works

A cocktail of leading A.I., machine learning, natural language processing and big data tools put together to work to deliver a proprietary output.

1

Scrape & mine
ANYWHERE THERE IS AN OPEN COMMENT BOX

2

Cluster & segment
CLUSTER AND SEGMENT DATA POINT

3

Visualize
CHART, TREND AND ANALYZE

Quantitative analysis of qualitative data, in days instead of months

The method described...

CulturIntel uses an advanced software platform to mine and structure unstructured, qualitative data for insight and intelligence. The CulturIntel big data and AI suite of tools, scrapes and listens to conversations online wherever they are occurring, and examines who is talking, where users are talking, and what they are talking about.

CulturIntel's strategy and data science team identify relevant topics/ themes to mine to support the main body of research. Advanced search techniques are applied using Web spiders, crawlers, and site scraping. CulturIntel then extracts topical data, tag data with the origin and user, and create a large, unstructured 'big' dataset. The data collections occur across various sites where relevant discussions are taking place, over a complete range of social discussion channels, including sites directed toward selected segments and directed by (but not limited to) our predefined phrases, topics, and questions.

After completion of the comprehensive data collection, natural language processing, text analytics, and social data mining are employed to examine previously described and undescribed patterns in data. These analyses will be human-assisted and include repeated training, testing, and reviewing of the program output by CulturIntel in partnership with the client's designated research team as needed. In this thematic analysis, we tag and sort data, determine key motivations of topics being discussed, and assigned an underlying drivers and barriers when possible throughout decision journey stages. Finally, the CulturIntel strategy team outlines implications and recommendations based on insights discovered and also a graphical visualization of key findings is completed and delivered.

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