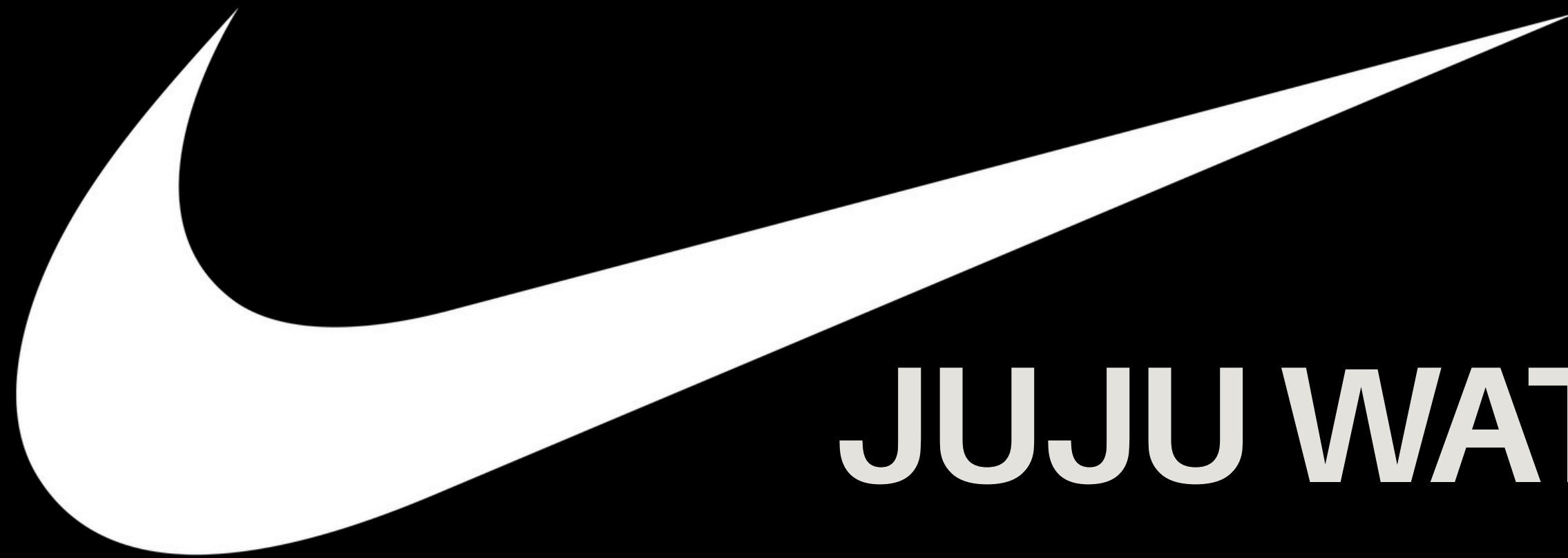


SPONSORED SOCIAL POST ANALYSIS



JUJU WATKINS

X

NIKE

@jujubballin

#GoodJuJu

Post Details

Platform: Instagram

Date Posted: December 2023-
January 2024

- **Target Audience:** Young Athletes, LA Community, Nike Consumers
- **Caption Summary:** JuJu shares a post collaborating with Nike to give back to her hometown, gifting Nike gear to local youth under the #GoodJuJu initiative.

JuJu Watkins, USC Trojans Women's Basketball



@jujubballin

#GoodJuJu



Sponsorship Breakdown

Juju aims to foster athlete empowerment and encourage community engagement, all in an effort to infuse a sense of humanity into the Nike brand.

Promotion Method:

- Juju tags and thanks @nike while wearing visible Nike apparel.
- The photos/videos create emotional resonance by emphasizing giving and supporting her community.
- The hashtag #GoodJuJu combines Nike's inspirational and empowering ideals with her own brand.

Tone: Authentic, Positive, Purpose-driven

Call to Action: Use an emotional narrative technique to encourage interaction and connection instead of direct sales.

@jujubballin

SWOT ANALYSIS

#GoodJuJu

STRENGTHS

- Authentic storytelling and strong athlete-brand alignment
- Positive public image and emotional appeal
- Relatable and community-driven

OPPORTUNITIES

- Expanding #GoodJuJu campaign and feature other athletes
- Leverage NIL partnerships to create more community-focused content
- Increase reach through short-form partnerships or TikTok

JuJu, it's you.



WEAKNESSES

- Limited focus on Nike products
- Low direct sales conversion rates
- Might be more relevant locally than worldwide

THREATS

- Nike's more extensive marketing campaigns overshadowed
- Repetitive social-good messaging reduces audiences attention
- Potential backlash if it's interpreted to be performative

@jujubballin

@nike

#GoodJuJu

GOOD JUJU x NIKE HOLIDAY GIVEBACK POSTS



December 2023



January 2024