

BINDURA UNIVERSITY OF SCIENCE EDUCATION  
FACULTY OF SCIENCE AND ENGINEERING  
DEPARTMENT: SPORTS SCIENCE  
MASTER OF SCIENCE DEGREE IN SPORTS MANAGEMENT  
SM 507: STRATEGIC SPORTS MARKETING

DURATION: 3 HOURS  
(Plus 15 Minutes for Case Reading)

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

JUN 2025

Section A is **Compulsory**.  
Answer **two (2)** questions from Section B.

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**Section A**

**Question 1:**

**Comparison of Adidas and Nike Social Media Management Strategies**

Study Corgi. (2021, July 25).

It has been noted that companies such as Adidas and Nike use four major social media accounts to market their products. Below is what each company does to advertise their products.

**Adidas Social Media Marketing Strategy**

**Creating hype**

Adidas has been able to create hype surrounding its collaborative high profile. In 2014, this brand took Kanye West from Nike. Since then, they have been cautiously crafting product launches in series, establishing the fanatical fan and broader of the rapper on fan platforms. They post on Instagram and tweet footwear releases in the run-up to developing diverse interest and excitement from followers.

They also collaborate with well-rated profile personalities such as McCartney Stella to Williams Pharrell, especially in Adidas Originals. Adidas is committed to personal and direct contact with influencers in the actual design operations. They do this to allow their collaborations to feel genuine as a whole rather than being strictly driven by sales. Besides, it will enable their social media posts to address the underlying topic of art, creativity and originality expression.

**Giving control to consumers**

The revival of Adidas started when iconic Stan Smith footwear was relaunched. It drew a nostalgic feeling and also emphasized its heritage as well as assisted the brand in influencing subcultures and streetwear like hip-hop and Brit-pop. The surrounding campaign of Adidas on social media was apt to make customers feel like being part of the story. The 'Stan Yourself' ideology was to request users to tweet personal pictures with the possibility of winning a personalized pair of footwear.

This integrated consumer focus has been making Adidas Originals successful in current years to create interaction between street culture and youth rather than marketing its brand. An instance of this brand's current episodes of the live event is known as TLKS. Highlighting highly rated profile influencers in music and fashion, every one of them was lively streamed on Facebook, while offering fans a distinct chance to associate with Adidas on a trial-and-error practical level.

### Organic content

The content generated can be ads images or videos on business platforms and regular postings. An ad can pop up in a search engine or an extension on videos and on other pictures that appears automatically on interested individuals' timelines. On Facebook, Adidas currently has 37,000,061 followers but the number of people who liked the page was 36,908,643 and not all likes were from followers. The user-generated content is specifically diversely spread on Instagram with fans responding to the posts with their love for Adidas and excitement about the brand releases as well as exclusive events.

Furthermore, the Adidas Originals on Instagram has 760 posts (also having more followers than the main Adidas account, that is, 36.2m to 25.4m followers) and utilizes imagery design from models, fashion designers, and musicians, to emphasize the Adidas slogan 'We Are Originals' - that collaboratively involves the customers in the 'we'. The company images and videos posted on social media sites like Facebook, Instagram, YouTube, and Twitter seem to engage a young audience truly and more often. (Gilliland, 2017).

The most used methods of marketing focused on imagery made by Adidas, which includes the Adidas logo. In 2018, Adidas appeared in the top 100 brand image insights and was leading with an average unique picture per month which was 6,664,170. Adidas brand also appeared as leading in the top 10 industries where Sports Apparel had 3,019,031 ordinary images per month per brand (Brandwatch, 2018). According to Williams (2018), the logo shared on Instagram and Twitter appeared in 6.5 million pictures each month.

### Nike Social Media Marketing Strategy

#### Facebook and Instagram

Nike Football has several followers and Likes than the main Nike account (44m to 32m likes). The related customers between the game and Nike have given it, has provided the long-term list of a celebrity campaign based on the Oregon sports brand offered both at present and in the past. They have dedicated business platforms for Nike Women selling individually to women, as well as Air Force and Air Max. Although they advertise stand-alone entities such as sportswear, they also market for sports participants on social media. Nike uses Facebook more to market its products.

Although they don't post on Facebook as much as in the past (table), It is still getting to post query-like posts to know customer opinions on products and not the creation itself. They do that to

understand the consumers' interests and to make better products that can sell out faster. Nike also used Twitter to acknowledge the campaign with a retweeted post from Kaepernick Colin. In consequence, it led to a 31% increase in sales summing to \$43 million created after the global campaign channel. It can be seen that Nike depends on its brand's power on Twitter with surety of the marketed products to spread.

### Instagram and YouTube

Nike does not frequently use its Instagram platform. They post only once a week. This is because Nike has become more popular and its high-quality videos and about sports products are liked by its followers to consume. They also use motivational attracting tone, precise editing image software for images and messages sent to fans to continue interacting with Nike employees for a better experience. It has an app both online and offline giving customers the chance to interact with friends and compete as well as follow fitness enthusiasts. They include ordinary people, influencers and athletes to serve equality. On YouTube, the document series which initially attracted about 1.4 million views. The series is to attract consumers' attention such as Margot vs Lily received over 80,000,000 views.

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**Task:**

- a. From this case, what are the similarities and differences between Nike and Adidas's Social Media marketing strategies? (18 marks)
- b. Which Company has a better social media marketing strategy and why? (12 marks)

**Question 2:**

Assume you are a sports marketing consultant and you have been engaged by a national sports federation to draft a jersey rights sponsorship proposal for use in seeking sponsorship from an international sportswear giant.

**Task:**

Draft the required jersey rights sponsorship proposal. (30 marks).

**Section B****Question 3:**

As a sports management consultant, you have been approached by a Zimbabwean sports organization to develop guidelines on how it can use influencer marketing to optimise sports marketing outcomes.

**Task:**

Prepare a draft of your recommendations. [20 mark]

**Question 4:**

As a brand management specialist, you have been requested to advise a Zimbabwean professional sports team on how it can use online branding strategies to improve fan engagement and brand visibility.

**Task:**

Prepare a draft of the advisory report. [20 marks]

**Question 5:**

After realising that most sports organizations in your country are reluctant to embrace phygital marketing approaches in the marketing of their products and services of their key strategic activities, the Minister of Sport in your country approached you as a sports marketer to make a presentation focusing on the benefits of using phygital marketing approaches in sport at a capacity building workshop for marketing executives drawn from all professional sports organizations.

**Task:**

Prepare a draft of your workshop presentation.

[20 marks]

**Question 6:**

Sports consumption patterns in Zimbabwe have shown that young football fans prefer to consume foreign football brands at the expense of local sports ones. As a sports marketing academic, you have been requested by the Zimbabwe Football Association to identify why young consumers have lost interest in local brands and develop innovative branding strategies to reverse the trend.

**Task:**

Prepare a draft of your recommendations.

[20 marks]

END OF PAPER