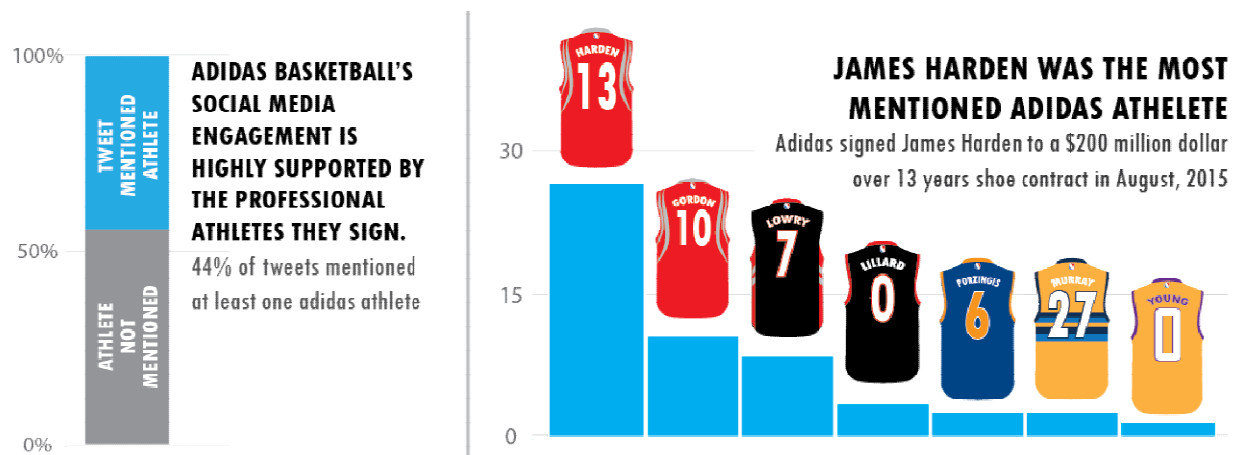


Adidas Basketball's Spend on Athlete Endorsements Generate Social Media Engagement

Sports apparel and equipment brands spend millions of dollars every year on obtaining athletes to endorse their brand. Adidas Basketball is no different but they made headlines in August, 2015 when they signed Houston Rockets then shooting guard, James Harden, to a \$200 million over 13 year shoe contract. A year and a half later, James Harden is still the most mentioned Adidas Athlete alongside Adidas Basketball which suggests that Adidas Basketball's social media engagement is highly supported by the professional athletes they sign.

Analyzing 114 Tweets from February 17th to February 19th that included Adidas Basketball's Twitter Handle (@AdidasHoops), there were 59 total mentions of Adidas Athletes. Out of the 114 Tweets, 51 Tweets (44%) mentioned at least one athlete.

James Harden lead Adidas athletes in mentions with 27 mentions, 24% of all Tweets mentioned James Harden. Other Adidas Athletes mentioned in tweets in the time frame included James Harden teammate, Eric Gordon (11 mentions), Kyle Lowry (9 mentions), Damian Lillard (4 mentions), Kristaps Porzingis (3 mentions), Jamal Murray (3 mentions), and Nick Young (2 mentions).



Data source: Twitter **Dates of collection:** Feb 17 – Feb 19 **Size of your sample:** 114

Words or phrases: @adidashoops, @Jharden13, @Dame_Lillard, Lowry, @TheOfficialleg10, DRose, @Kporzee, @BeMore27, @KLow7, @NickSwagyPYoung, Swaggy

Sample Collection: Used Tweetdeck to monitor the mentions that included @adidashoops and collected the data in a sequential manner.