



‘SO WIN’ CAMPAIGN
SOCIAL NETWORK ANALYSIS

Andy Han, Sylvie Liu, Sheryl Xu



Content

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Campaign Context & Business Problem

- In 2025, Nike launched the “So Win” campaign during Super Bowl, marking its return to the Super Bowl stage after nearly 30 years.
- The campaign celebrated female athletes and challenged gender bias in sports.
- Narrated by rapper DoeChii, the ad delivered a bold message: “They said women can’t. So win.”
- Despite over 66 million views and high-profile media attention, a key marketing issue lies in how effectively this message diffuses and generates meaningful social conversation on platforms like YouTube.



Did the “So Win” campaign inspire meaningful social interaction and community dialogue—or did it result in isolated individual responses?

Social Networks Perspective

A network perspective helps us go beyond surface-level metrics like comment counts and likes.

By mapping the structure of interactions and semantic relationships between words, we can:

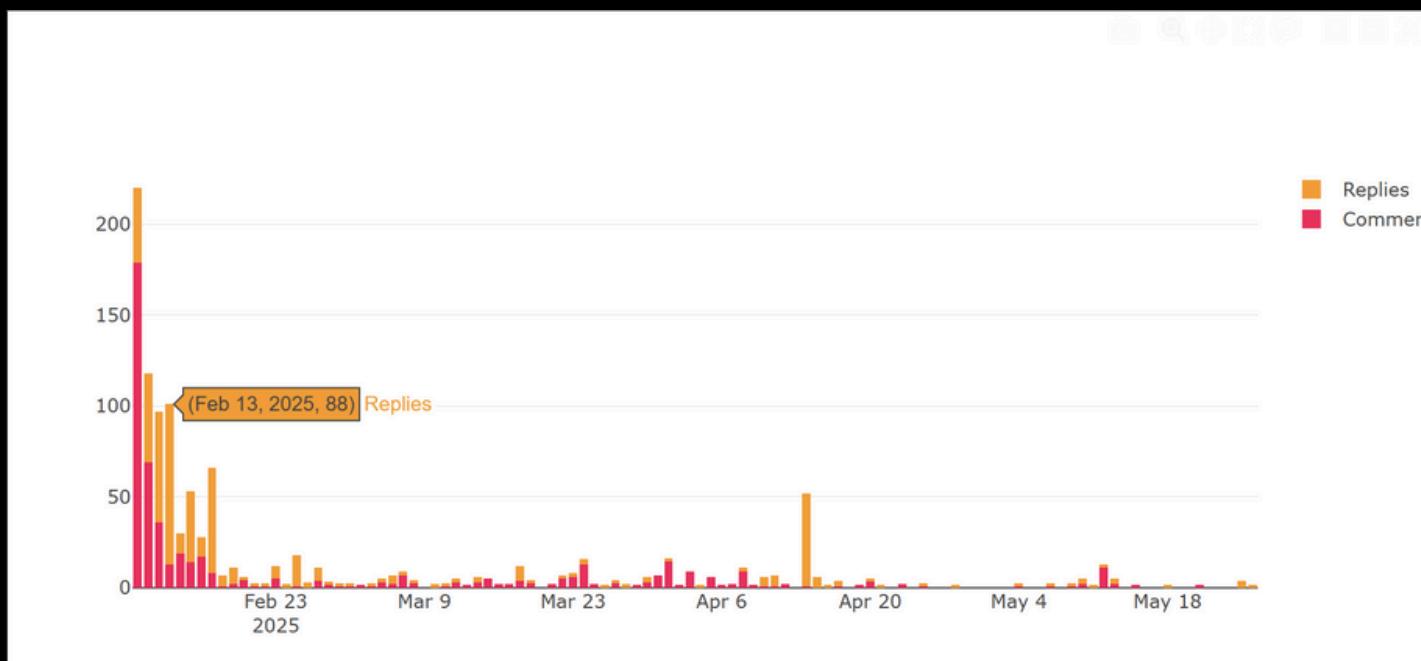
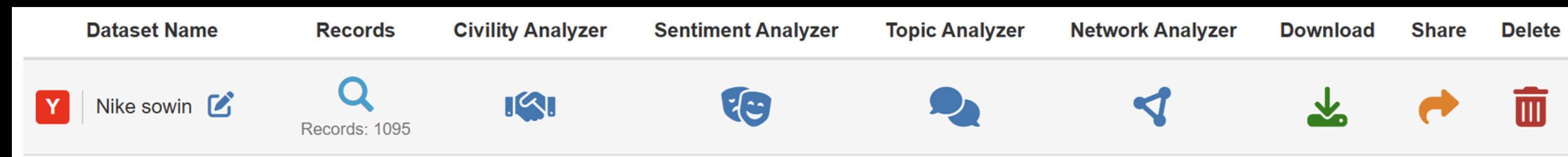
Detect clusters of engaged communities or echo chambers

Identify opinion leaders (nodes with high in-degree centrality)

Understand how polarizing or unifying the message is (via sentiment co-occurrence networks)

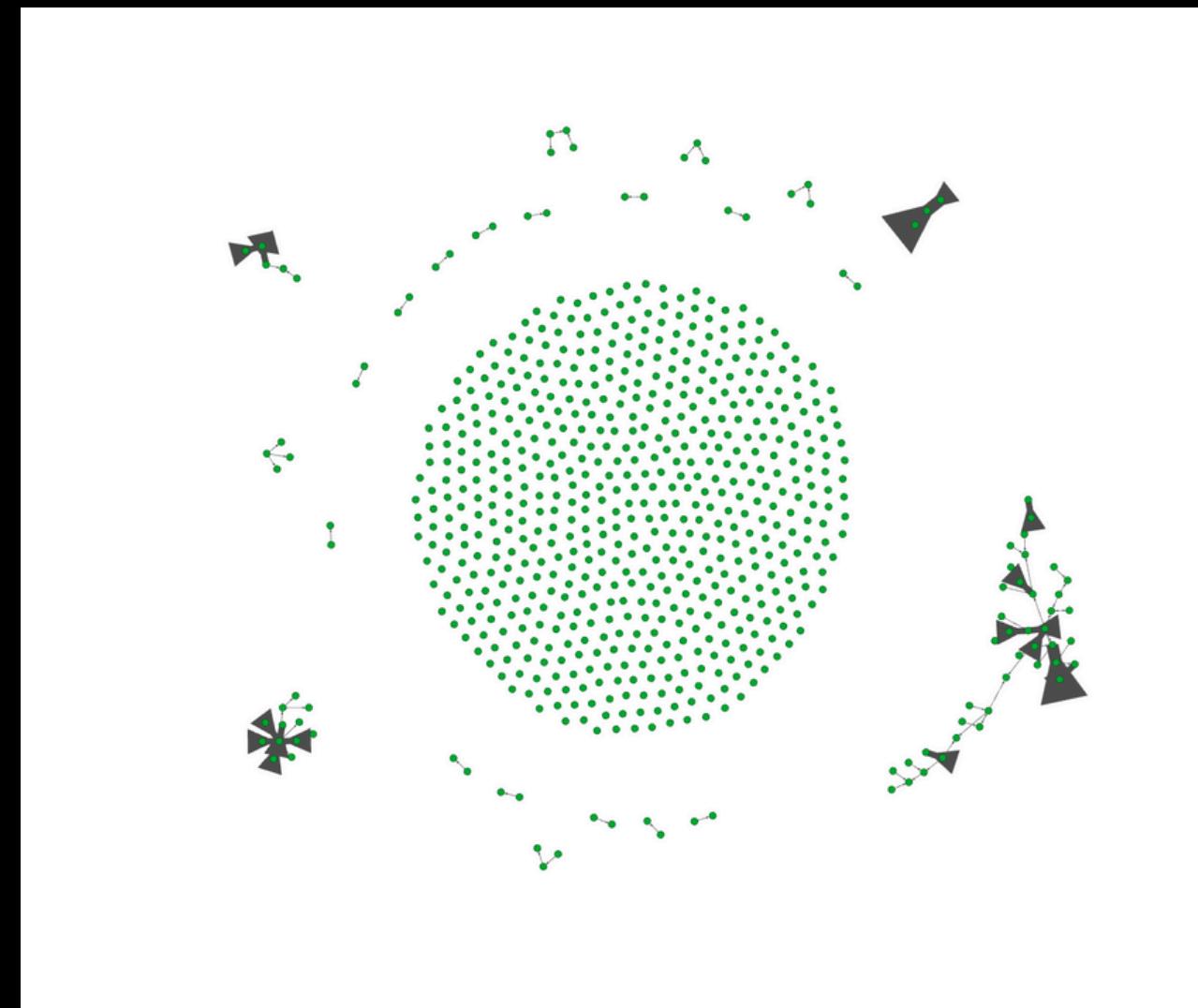
This approach reveals whether the campaign is sparking cohesive, meaningful dialogue—or isolated reactions.

Data Collection: Video Comment



- Use Communalytic as the tool of data collection
- Collect all 1095 video comments and replies to comments
- Large number of comments and replies in the first 2 weeks
- Continuous comments and replies in the first 2 months

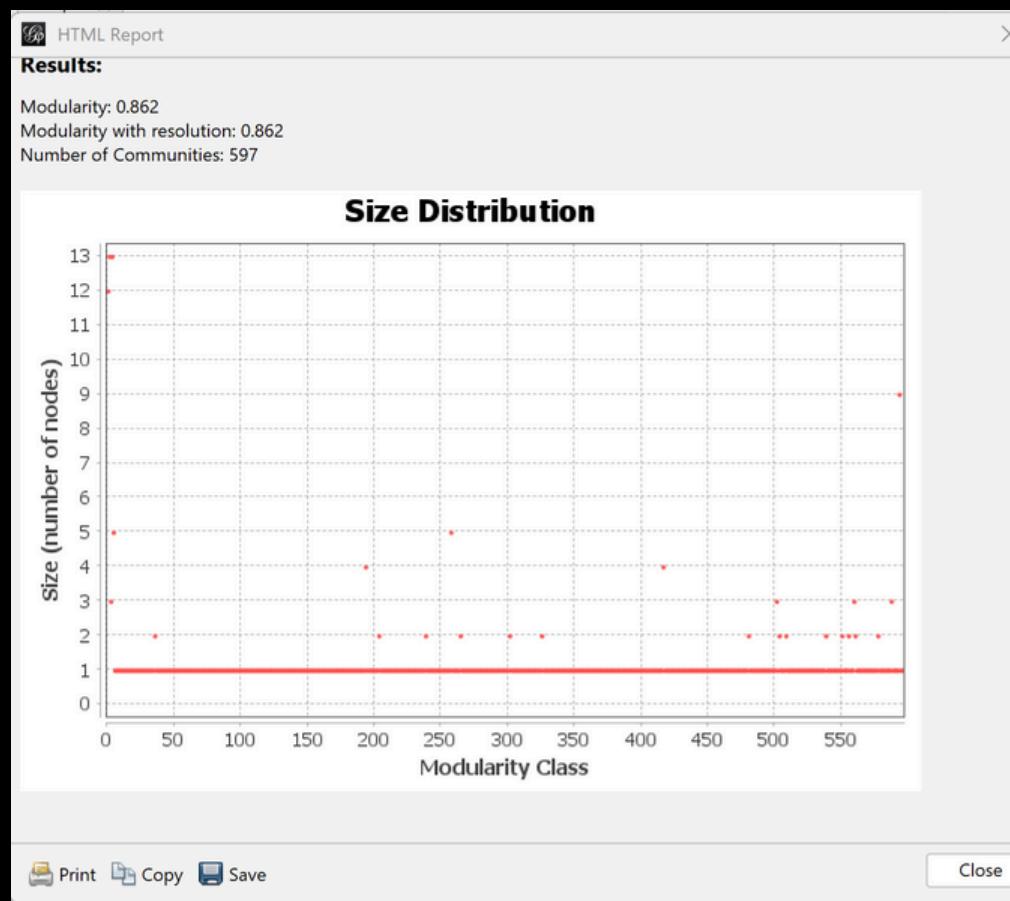
Data Analysis: Comment Amount and Structure



Input data into Gephi

- Average Degree: 0.139
- Graph Density: 0
- Average clustering coefficient: 0.001
 - Loose structure
 - Lack of connections between nodes

Data Analysis: Comment Amount and Structure



Label	Interval	community	x	y	size	indegree	outdegree
@Thesun_135	3		-5.299444	-5.281807	3.791759	5	5
@CharlesMansor	1		2.52126	1.732642	3.609438	4	2
@DivineEntitiy	1		3.108775	1.245879	3.609438	4	1
@AmeliaPlunk	4		0.312443	0.372847	3.609438	4	1
@CriticalThinkingGra...	1		3.178525	-1.687556	3.609438	4	0

- Modularity: 0.862
(resolution = 0.1)
- 597 communities
- The most influential nodes in this network
- High in-degree centrality
- Receive more replies than other nodes
- Some are within the same community

Key Findings

- Most comments and replies appear in the first two weeks
- YouTube video comments are not ideal for diffusion due to low clustering coefficient
- The interaction between different viewers under YouTube comment section is limited, but there will be around 10 comments that raise heat discussion or debate

Data Analysis: Comment Sentiment

Co-Occurance Networks

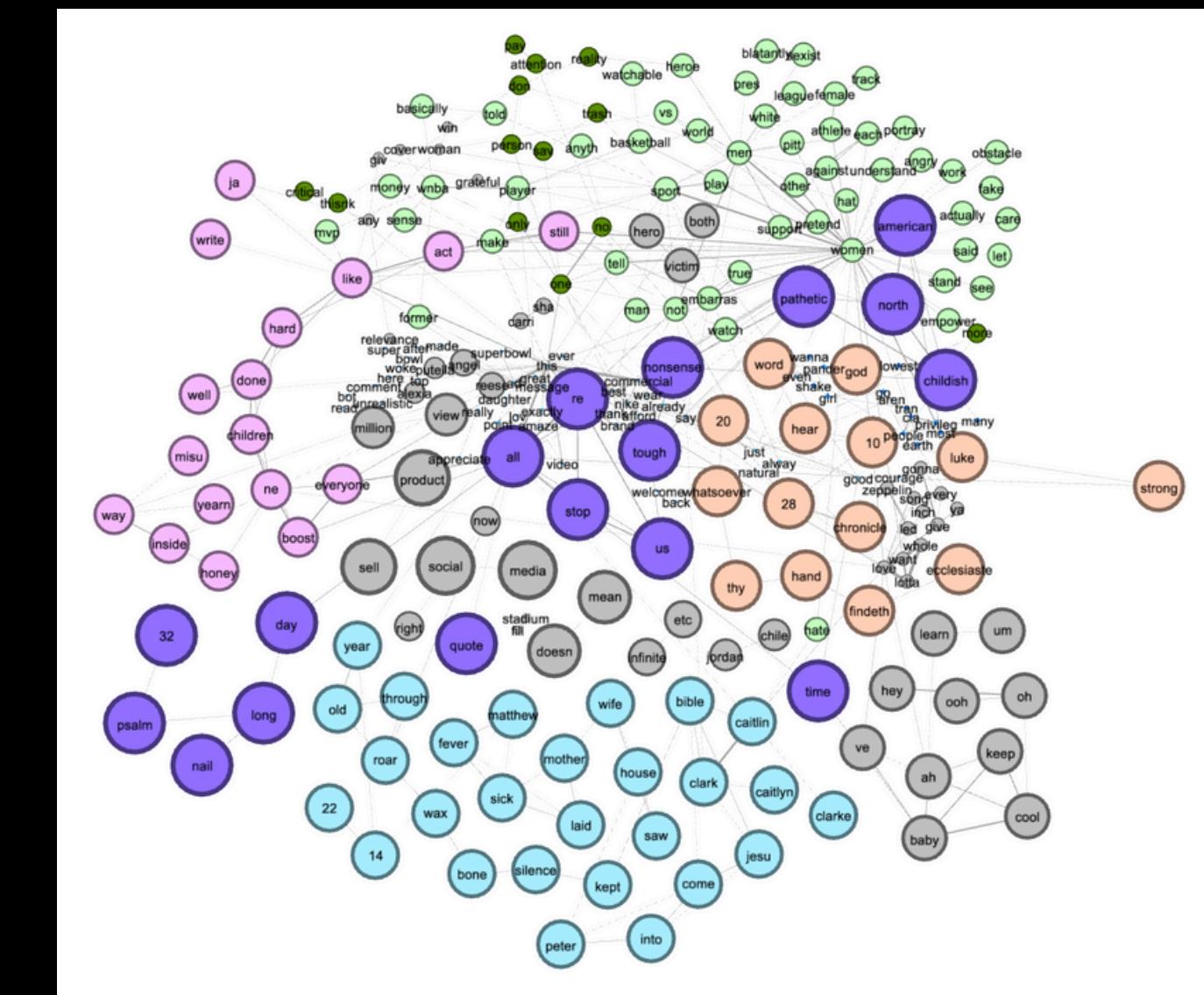
- Transform textual data into word co-occurrence networks: 9512 pairs
- Keep only word pairs with a weight equal to or greater than 5: 427 pairs
- Further analysis in Gephi

	A	B	C
1	Source	Target	Weight
2	amaze	this	6
3	nike	support	5
4	nike	women	8
5	support	women	22
6	commercial	make	5
7	commercial	nike	15
8	nike	one	6
9	best	nike	14
10	best	one	6
11	nike	wear	8
12	like	this	21
13	most	people	5
14	one	say	5
15		this	12

Data Analysis: Comment Sentiment

Co-Occurrence Networks

- Modularity: 0.685
 - When resolution = 1.0, modularity has the highest score of 0.685
 - A fairly strong community structure
- Average Degree: 3.310
 - Degree ranging from 1 to 54.
- Tie Weight Range: 5 to 69



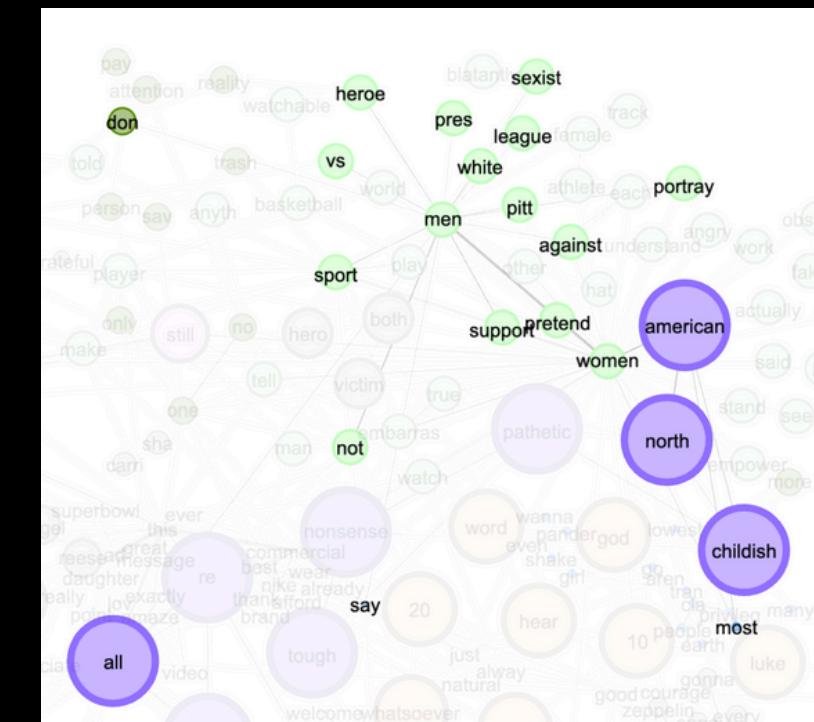
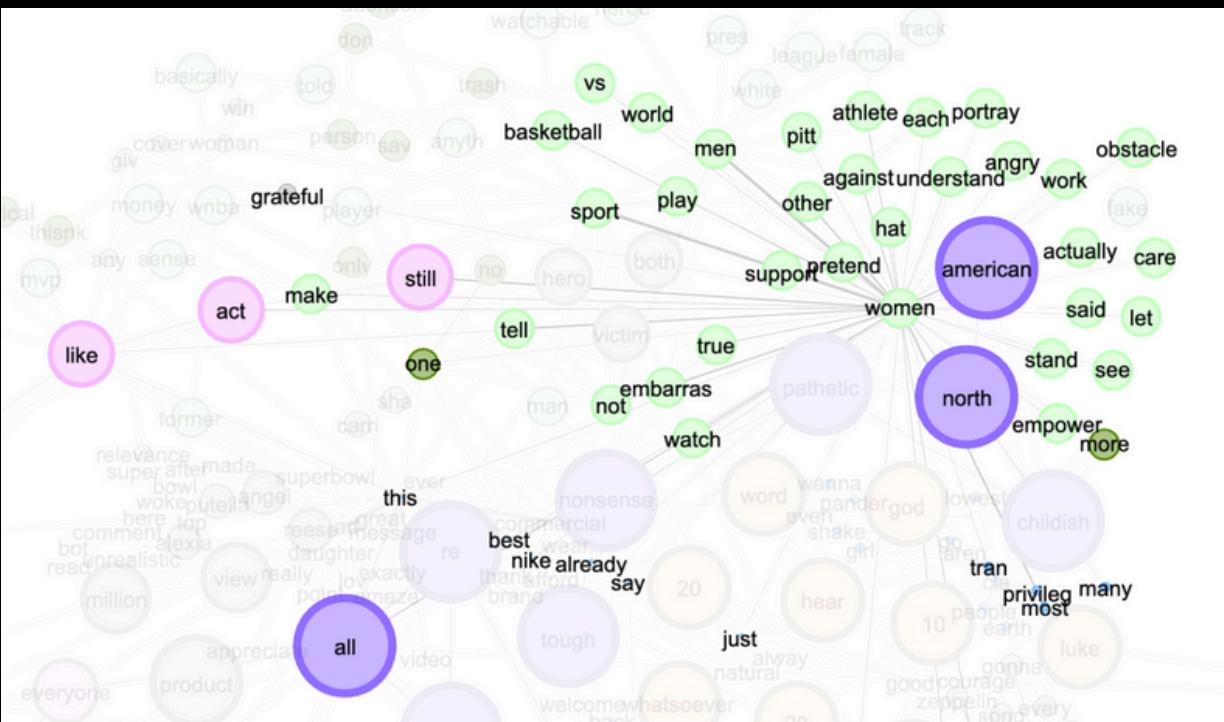
Data Analysis: Comment Sentiment

Co-Occurance Networks

- High Degree Centrality Nodes (the word co-occurs with many other words in the semantic network):
 - women: 54
 - love: 18
 - men: 17
 - like: 12
 - good: 11

Label	Interval	Modularity Class	Degree
women	8		54
this	0		36
love	4		18
men	8		17
all	22		16
nike	0		14
sport	8		14
like	14		12
good	0		11
one	6		11

Data Analysis: Comment Sentiment Co-Occurance Networks



- Words Directly Connected to “women” vs “men”
 - women: basketball · athlete · obstacle · empower · understand · embarrass (embarrass) · grateful · privileg (privilege)
 - men: hero · league · white · portray · sexist

Key Findings: Comment Sentiment

- A modularity score of 0.685 (at resolution = 1.0) indicates that words naturally cluster into distinct, well-defined groups.
- Polarity in sentiment:
 - Words around “women” point to a strong, positive response: people see female athletes as real competitors, empathize with their “obstacles,” and celebrate their “empowerment.”
 - Words around “men” reveal a tension: while there’s respect for male “heroes” and established “leagues,” commenters call out racial bias (“white”) and lingering “sexist” framing.

Marketing Implications & Recommendations

Turning Network Insights into Actionable Strategies

1. Rethink Platform Strategy

YouTube shows **weak** peer-to-peer interaction.

Use platforms better suited for dialogue:

- Reddit threads (community forums)
- Instagram Stories (polls/Q&A)
- TikTok Live (real-time interaction)

2. Amplify Influential YouTube users

Strengthen cross-side network effects

Identify **most influential** commenters

Treat them as early conversation starters.

Engage them through comment boosts, DMs, or influencer partnerships.

Marketing Implications & Recommendations

Turning Network Insights into Actionable Strategies

3. Align Messaging with Emotional “Magnets”

Key emotionally charged words:

- “**empower**,” “**obstacle**”

These words act as conversation anchors.

Nike can build future campaigns that spark
dialogue around these themes.



YOU CAN'T WIN.
SO WIN.

“At Nike, we make sure the athlete is at the center of everything we do, from product creation to storytelling. We are at our best when we are representing the voice of the athlete, and their voice becomes our voice. This brand anthem, featuring elite Nike athletes, is a perfect example of how we can inspire everyone to win, whatever that means for them.”

Nicole Graham
Chief Marketing Officer, NIKE, Inc.



A black and white photograph of a woman dancing. She is wearing a dark, form-fitting leotard with a large, light-colored bow at the waist. Her arms are raised and bent at the elbows, with her hands open and fingers spread. The background is dark and out of focus, creating a dramatic effect. The lighting highlights her form and the movement of her arms.

THANK YOU

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