

# SOCIAL MEDIA PROJECT



Industry: Sports Fashion



**lululemon**

By: Diego L., C.J. B., Jeslyn C., Neeraj P. Group 5 LLD WB

# Social Media

- Future of communication
- Bridges gaps from all directions
- Job recruiters
- School & college clubs
- News channels
- Businesses, small and big



# Our Functions & Grading Criteria

Global Presence & Cultural Accommodation	Careers & Recruitment	Marketing & Sales
<ul style="list-style-type: none"><li>- Geographic expansion</li><li>- Cultural relevance</li><li>- Language options</li></ul>	<ul style="list-style-type: none"><li>- Effort in attracting new hires</li><li>- Number of employees</li></ul>	<ul style="list-style-type: none"><li>- Revenue</li><li>- Effectiveness on sales</li></ul>

Rating: 1-5 scale where 1(needs improvement) and 5(Strong)

# BRANDS



Nike is a.....



Adidas is a multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories, and is the largest sportswear manufacturer in Europe.



**lululemon**

Lululemon is a.....



**NIKE**



# HISTORY & EVOLUTION

## HISTORY

- Nike is a company that was founded in 1964, by Bill Bowerman and Phil Knight.
- It was formerly known as Blue Ribbon sports but officially became Nike, Inc in 1971.
- Nike comes from the Greek goddess of victory
- Their logo is a Swoosh representing wings of the Greek Goddess Nike, symbolizing speed, movement, motivation and power.
- Their slogan "Just Do It" came from the last words of Gary Gilmore

## EVOLUTION

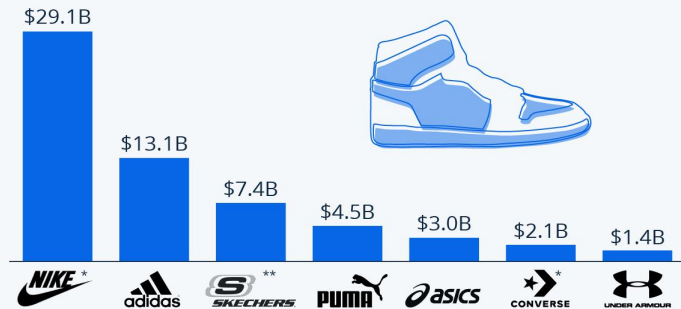
- At first they were selling japanese shoes, but the founders did not want to do that anymore and started to manufacturer their own shoes under the name Nike
- Nike was at first just an athletic footwear company, but decided to expand and make new products like:
  - Technology accessories, Athletic clothing, fitness apps, products for mountain biking and snowboarding, and more.



# Sales & Marketing

## Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022



\* Nike's and Converse's fiscal year ends May 31.

\*\* Skechers sales include apparel and licensing fees but are primarily made up of footwear sales.


Source: Company filings





statista

- Nike always has had an increase in sales every year ever since it was founded this year being \$51.4 Billion
- Their marketing techniques consist of:
  - Endorsements - LeBron James, Serena Williams, Michael Jordan..
  - Sponsorships
  - Social media - over 303 Million followers
  - Having a emotional branding









**Nike.com** 🌟  
@nikestore

Your online provider for Nike products worldwide.

📍 Beaverton, OR 🌐 [go.nike.com/EhFC1rLKrQX](https://go.nike.com/EhFC1rLKrQX) 📅 Joined November 2008

141 Following 5.4M Followers


nike Nike

Follow Message


44 Following 6.9M Followers 35.1M Likes

Winning isn't for Everyone. It's for those who do whatever it takes.

[@linkin.bio/nike](#)




Accumulated 306 Million Followers



**nike** 🌟 Following Message



1,518 posts 303M followers 213 following

Nike


📍 [@nike](#)

Winning isn't for Everyone. It's for those who do whatever it takes.  
One Bowerman Dr, Beaverton, Oregon 97005  
[linkin.bio/nike](https://linkin.bio/nike)


Followed by [ca\\_baqx2](#), [sergio\\_sumpo](#) + 94 more


 WINNING  
 Nike Air


POSTS REELS TAGGED





**WE OWE THIS ALL TO OURSELVES.**


 **nikelondon** 🌟  
Nike London





 **niketoronto** 🌟  
Nike Toronto





 **nikela** 🌟  
Nike LA





 **nikesb** 🌟  
Nike Skateboarding



 **niketokyo** 🌟  
Nike Tokyo



 **nikebasketball** 🌟  
Nike Basketball





# Careers & Recruitment

- Nike has their own website for careers & Recruitment for their own company which is Nike Careers.
- They are a very competitive company when hiring, due to the fact that they have a lot of applicants
- From the publicity they have and how they are one of the biggest companies for athletic industry people end up wanting to join the Nike Athletic company team

## HOW WE HIRE

At NIKE, Inc., our team mates are the drivers of how we move the world forward through the power of sport. That is why we aim to provide a candidate experience that will authentically celebrate your individual passions and dedication. All the tips you'll find on this page are useful when applying for any job at NIKE, Inc., but are most relevant for roles based in our corporate offices — please note, the process may differ when you apply for other roles.



## 4.0 Good work atmosphere and benefits



Part Time Athlete (Current Employee) - [Central Valley, NY](#) - November 23, 2024

Overall not bad it's a standard retail experience. Management is mostly good, pay and benefits are pretty nice. Training was smooth and I was out on the sales floor quickly.

Was this review helpful?

Yes

No



Report



Share

## 5.0 Very Fun Place



DC Coach (Former Employee) - [Memphis, TN](#) - November 20, 2024

The benefits are amazing. Nike really takes care of its employees. Also you work a regular shift with no mandatory overtime required of the full time management.

Was this review helpful?

Yes

No



Report



Share

## 5.0 Nice stuff



Direct Support Professional (Former Employee) - [San diego](#) - November 19, 2024

Pretty cool everyone working heat there is no problem easy work and pay on time I worke there for my it was nice and easy everyone has his on perspective

Was this review helpful?

Yes

No



Report

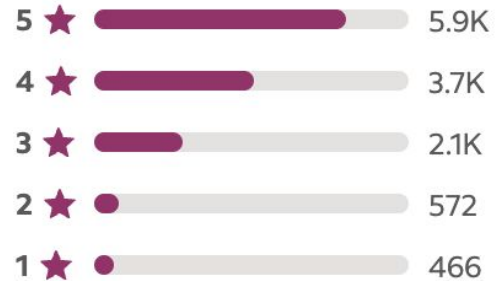


Share

## Overall rating

4.1

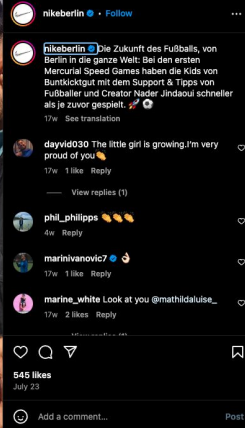
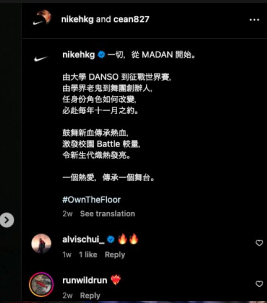
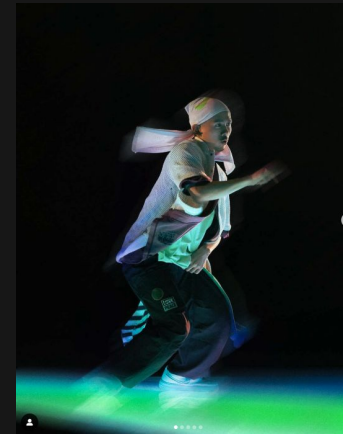
Based on 12,722 reviews



## Ratings by category

- 3.9 Work/Life Balance
- 3.8 Compensation/Benefits
- 3.6 Job Security/Advancement
- 3.6 Management
- 4.1 Culture

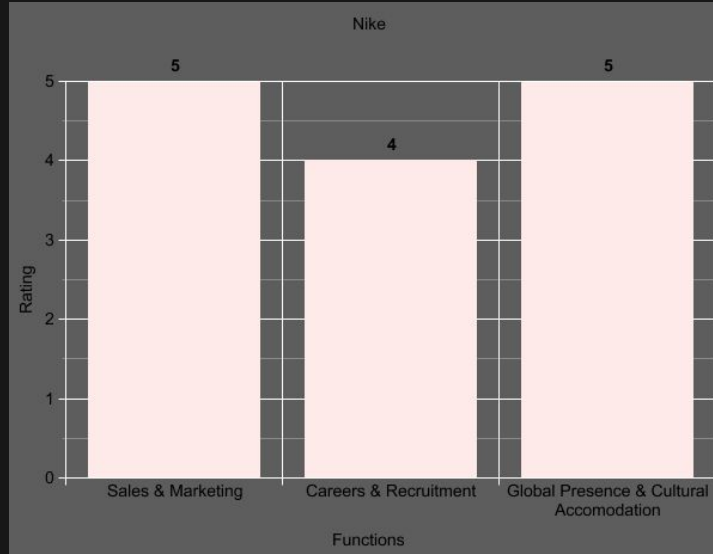
# Global Presence & Culture Appropriation



- Nike is well known throughout the whole world
- Has over 1000 Retail stores in more than 170 countries
- Nike has many different things where they include culture appropriation such as having different instagram accounts for different countries
- They would also teach employees about other cultures and advertising different athletes from different places
- They also have different merchandise for different countries



# Ratings



Sales & Marketing

5

Careers & Recruitment

4

Global Presence &  
Cultural Accommodation

5

The Adidas logo, consisting of the word "adidas" in a white, lowercase, sans-serif font, is centered on a dark gray background. The background features several diagonal stripes in varying shades of gray, creating a dynamic, geometric pattern.

adidas

# History & Evolution

## History

- Founded in 1949 in Germany by Adolf and Rudolf Dassler
- Started manufacturing athletic shoes
- Acquired its iconic 3-stripe logo in 1952

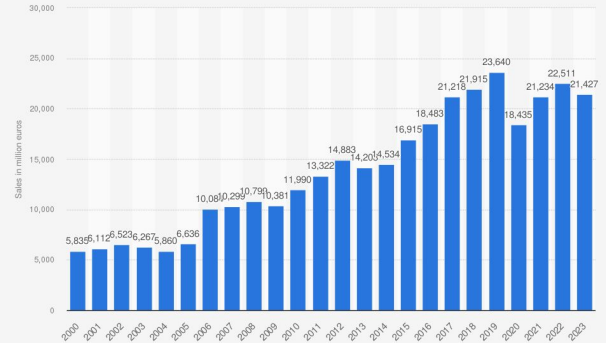


## Evolution

- Now branched out to producing sports equipment, casual apparel, accessories, and various footwear types
- They are now a publicly traded company and have a valuation of over \$43 billion as of 2024
- Over 100 million followers across Instagram, Facebook, and Tiktok

# Sales & Marketing

The adidas Group's net sales worldwide from 2000 to 2023 (in million euros)



Source:  
Adidas  
© Statista 2024

Additional Information:  
Worldwide, Adidas, 2000 to 2023



**adidasbasketball**   
adidas Basketball • 3.1M followers



**adidasdugout**   
adidas Dugout • 309K followers



**adidasfootball**   
adidas Football • 35.2M followers



**adidasskateboarding**   
adidas Skateboarding • 2.5M followers



**adidasoriginals**   
adidas Originals • 34.4M followers



**adidasboxing**   
adidas Boxing • 100K followers



**adidas**   
Follow Message   
1,160 posts 29.3M followers 839 following

adidas   
#YouGotThis   
Adli-Dassler-Str. 1, Herzogenaurach 91074   
linktr.ee/adidas

Followed by complex, bank\_bcm + 3 more



POSTS REELS TAGGED



YOU CAN'T



CATCH ME

adidas and 2 others

adidas in 9.78, the fastest man in the world puts on a 100m Show - Only way he knows how

#Paris2024 #YouGotThis   
Edited -16w

tonellegram Dude you did not win , the other guys foot is first lol   
16w 1,315 likes Reply

thearrantwolf Technically, he caught then passed Thompson   
16w 717 likes Reply

theadidskid Fastest Man In The   
16w 2,878 likes Reply

andreeLove We know who really won   
August 4

Liked by k\_p\_912 and others   
August 4

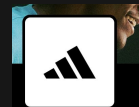
Add a comment...



**adidas** adidas   
Follow Message

164 Following 8.7M Followers 76.3M Likes   
No bio yet.

linktr.ee/adidas



**T H I S**   
Follow


adidas   
@adidas   
Through sport we have the power to change lives.

Sports, Fitness & Recreation Herzogenaurach, Deutschland   
linktr.ee/adidas Joined May 2011


256 Following 4.3M Followers




# Careers & Recruitment




**adidas**

**adidas** 

Through sport, we have the power to change lives.  
Sporting Goods · Herzogenaurach, Bavaria · 4M followers · 10K+ employees

 Brent & 14 other school alumni work here

[+ Follow](#) [Visit website](#) 

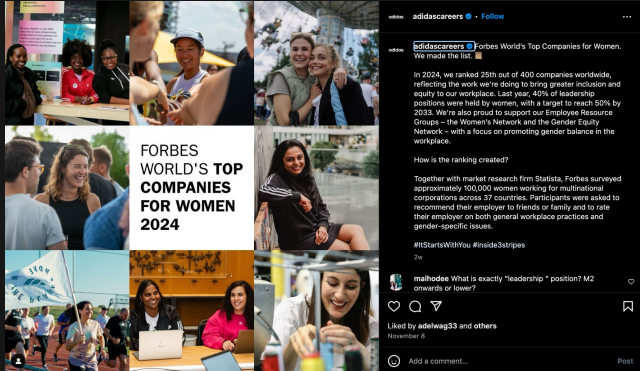


**adidas**



**adidascareers**  [Follow](#) [Message](#)  

318 posts 66.7K followers 58 following

**adidasCareers**  
It Starts With You.  
Adi-Dassler-Straße 1, Herzogenaurach 91074  
[adidas.com/careers](https://adidas.com/careers)



**adidascareers** · [Follow](#)

**adidascareers**  **Forbes World's Top Companies for Women.** We made the list. 


In 2024, we ranked 25th out of 400 companies worldwide, reflecting the work we're doing to bring greater inclusion and equity to our workplace. Last year, 40% of leadership positions were held by women, with a target to reach 50% by 2033. We're also proud to support our Employee Resource Groups – the Woman's Network and the Gender Equity Network – with a focus on promoting gender balance in the workplace.

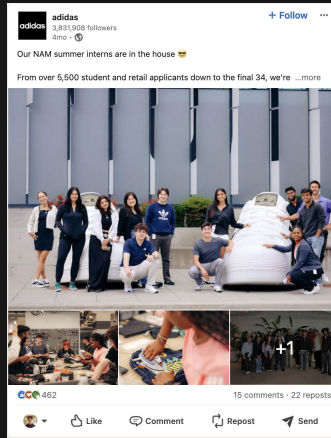
How is the ranking created?  
Together with market research firm Statista, Forbes surveyed approximately 100,000 women working for multinational corporations across 37 countries. Participants were asked to recommend their employer to friends or family and to rate their employer on both general workplace practices and gender-specific issues.



#ItStartsWithYou #inside3stripes

**malhodes** What is exactly "leadership" position? M2 crowd of lower?

Liked by **adelwag33** and others  
November 8


[Add a comment...](#) 







**adidas**  3,831,908 followers  
2mo · 





Our NAM summer interns are in the house 🥳

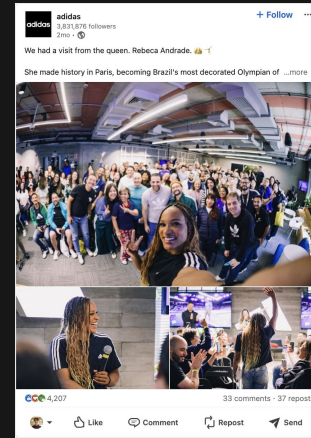
From over 5,500 student and retail applicants down to the final 34, we're [...more](#)








 482  15 comments ·  22 reposts


   







**adidas**  3,831,676 followers  
2mo · 





We had a visit from the queen. **Rebeca Andrade**. 

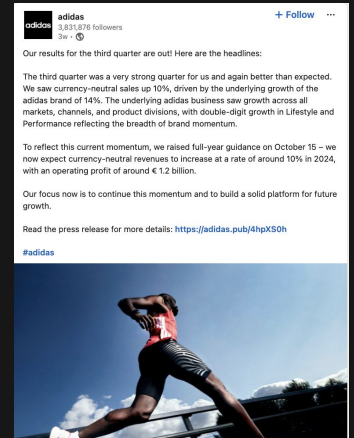
She made history in Paris, becoming Brazil's most decorated Olympian of [...more](#)







 4,307  33 comments ·  37 reposts



**adidas**  3,831,870 followers  
3w · 

Our results for the third quarter are out! Here are the headlines:


The third quarter was a very strong quarter for us and again better than expected. We saw currency-neutral sales up 10%, driven by the underlying growth of the adidas brand of 14%. The underlying adidas business saw growth across all markets, channels, and product divisions, with double-digit growth in Lifestyle and Performance reflecting the breadth of brand momentum.

To reflect this current momentum, we raised full-year guidance on October 15 – we now expect currency-neutral revenues to increase at a rate of around 10% in 2024, with an operating profit of around € 1.2 billion.

Our focus now is to continue this momentum and to build a solid platform for future growth.

Read the press release for more details: <https://adidas.pub/4hpX50h>

**adidas**





# Global Presence & Cultural Accommodation



**adidasbrasil**

adidas Brasil



**adidas\_es**

adidas\_es



**adidasph**

adidas Philippines



**adidaspa**

adidas Panamá



**adidasla**

adidasLA



**adidasberlin**

adidas Berlin



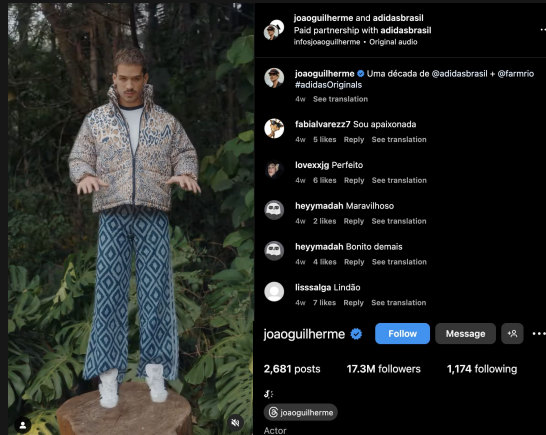
**adidasau**

adidas Australia

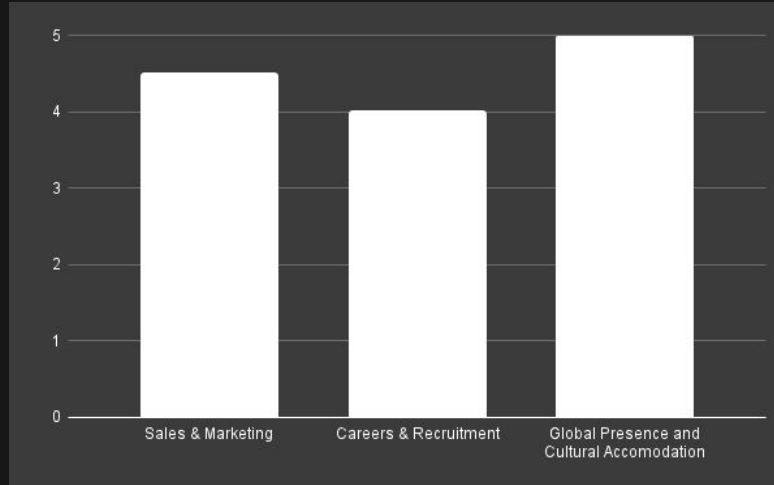


**adidastokyo**

adidas Tokyo



# Ratings



Sales & Marketing

4.5

Careers & Recruitment

4

Global Presence &  
Cultural Accommodation

5

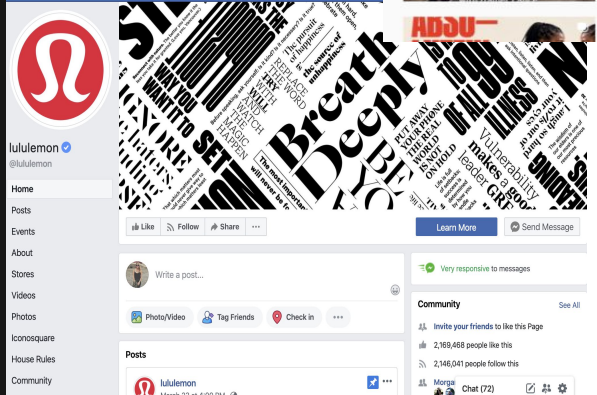
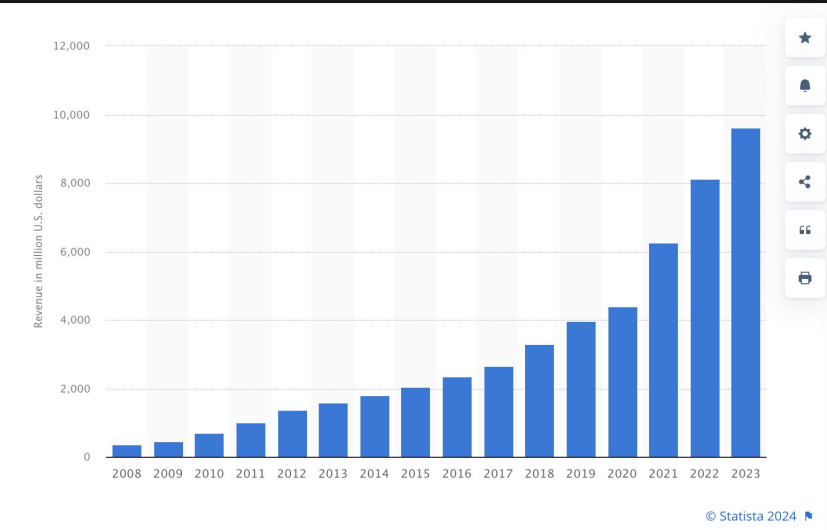
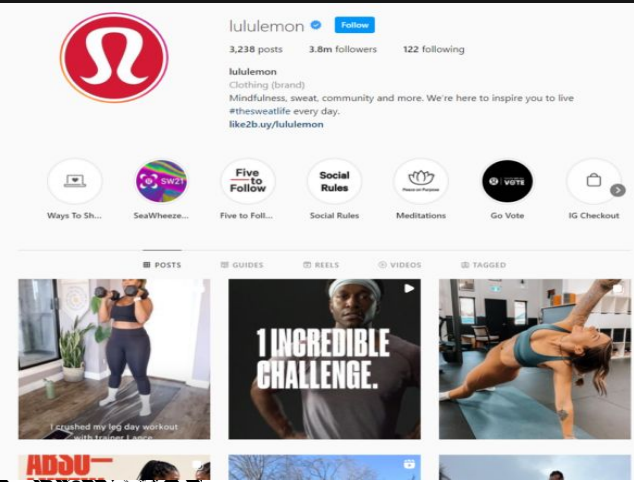
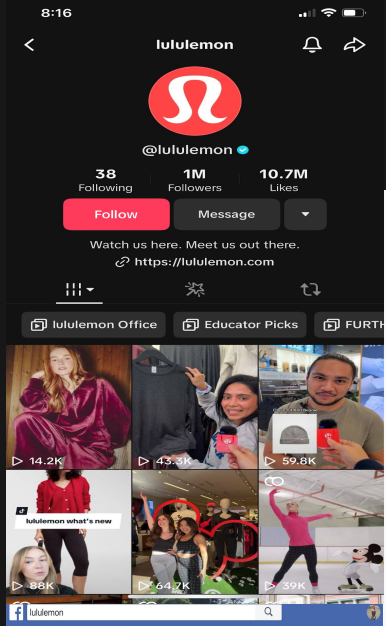
Lululemon Athletica

# Background

- Founder: Chip Wilson
- Founded: 1998
- Headquarter: Vancouver, Canada
- Stores: 700+ stores
- Product: High quality athletic apparel and accessories for yoga, training, and other exercises



# Sales & Marketing



- Lululemon's yearly revenue growth from 2008 to 2023**
- Platforms: Tiktok (1m), Instagram (5m), and Facebook (2.9)
  - Hashtag: #thesweatlife

# Careers & Recruitment

ABOUT US OUR BUSINESS OUR IMPACT INVESTORS MEDIA CAREERS Search

## Explore Job Areas

### Retail Stores

On a daily basis, our Educators and global store teams connect with our guests and create fun experiences in-store and online.

SEARCH FOR OPEN POSITIONS

### Distribution Centres (DC)

Our Distribution Centre teams ensure that our products arrive at the right place, at the right time, in stores and guests' homes. This team is the engine that keeps our products moving around the world.

SEARCH FOR OPEN POSITIONS

### Guest Education Centres (GEC)

Our Guest Education Centre collective is our vital frontline connection with our guests globally through a variety of channels.

SEARCH FOR OPEN POSITIONS

### Store Support Centres (SSC)

Our Store Support Centres are home to functional teams that help our stores thrive, including Product, Brand, Technology, Digital, Finance, People & Culture, and Legal.

SEARCH FOR OPEN POSITIONS

## Lululemon IDEA Global Internship


Remote, 12-week, full-time internship



The IDEA Global Internship Program is a full-time paid internship for approximately 12 weeks starting in September 2021. Interns will receive support, coaching, and mentorship throughout the program.

**lululemon**  
1,022,967 followers  
2mo · 🌐

Jumpstart some job love. We're looking for great people to grow our team—and we hope ...more



We're hiring.

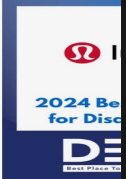
👍👍👍 619 · 73 comments · 38 reposts

Like Comment Repost Send

Post

**lululemon**  
1,022,967 followers  
3mo · Edited · 🌐

We're proud to share consecutive year, lululemon as one of the Best Places to Work in the World.



👍👍👍 2,118 · 44 comments

Like Comment

CAREERS SEARCH JOBS ENGLISH - US

## Search for open positions.

Don't see your dream job listed below? [Login](#) or [Register](#) today and set up a profile.

Keywords

Location

State/Province/City

1-10 of 983 results

### Responsible Supply Chain Manager - Sri Lanka

Sri Lanka · Remote · Colombo

Who we are lululemon is an innovative performance apparel company for yoga, running, and athletic pursuits. Setting the bar in technical fabrics and functional design, we create products and experiences that support people in moving, growing, connecting, and...

# Global Presence & Culture Appropriation



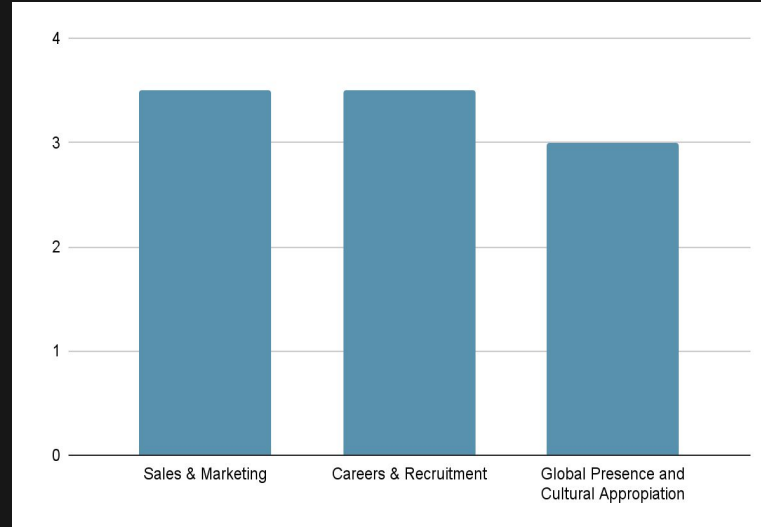
- 711 stores around the world
- 71 stores in Canada
- 370 stores in the United States
- Expanded to many countries - United States, China, Canada, Australia, and the United Kingdom



# Ratings



**lululemon**



**lululemon**

Sales & Marketing

**3.5**

Careers & Recruitment

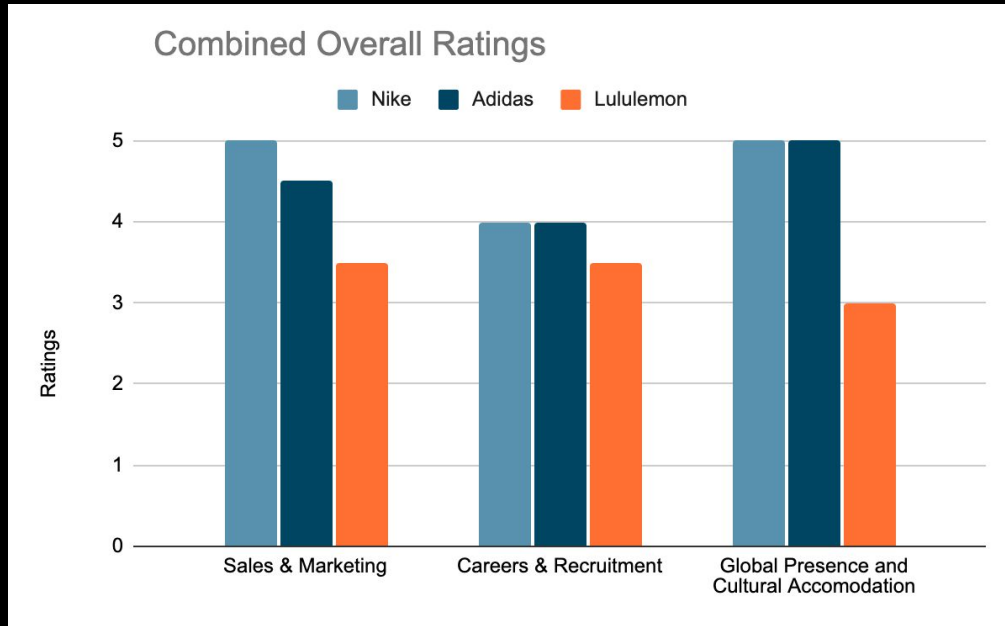
**3.5**

Global Presence &  
Cultural Accommodation

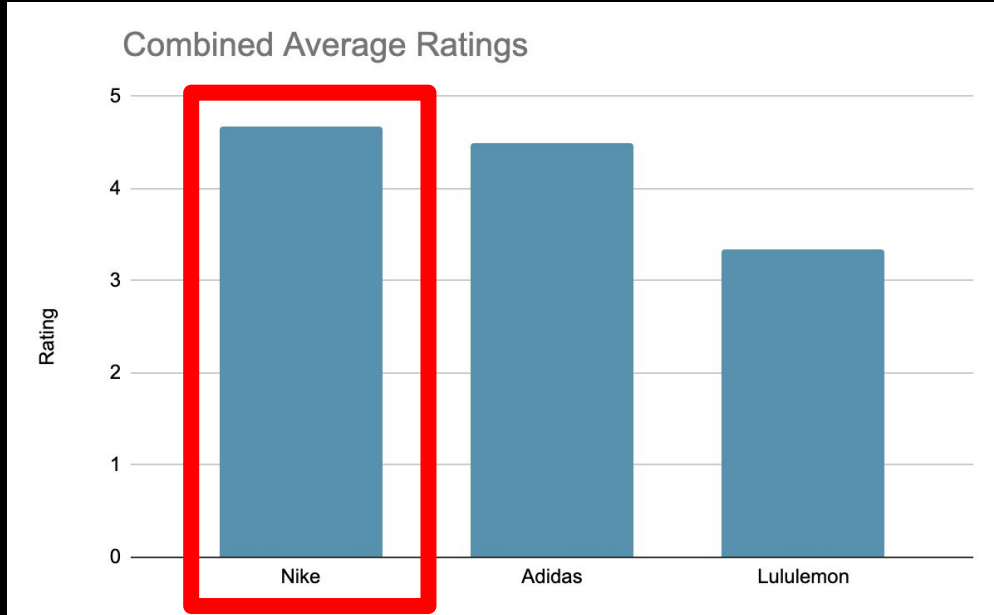
**3**



# Recap of Ratings Combined



# Overall Average Ratings



Nike: 4.70

Adidas: 4.50

Lululemon: 3.30

Winner: Nike!!!



**THANK YOU!**