

OMNICHANNEL DIGITAL CAMPAIGN



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Campaign: Nike x Skims is a global collaboration campaign blending sport, culture, and inclusivity.
Launch Date: 26/09/2025
Dates Data Collected: 15/02/2025 - 15/02/2026
Objective: The campaign aims to increase brand awareness by maximizing social media reach and share of voice.

ONLINE VALUE PROPOSITION

Nike x Skims delivers performance-engineered activewear sold through an e-commerce site with an inclusive, sculpting fit, empowering women through apparel that merges technical innovation with body-positive design.
Strategy: Through celebrity and creator-led content across Instagram, X, YouTube, and TikTok, Nike x Skims amplifies its brand awareness and discoverability.

CUSTOMER DECISION JOURNEY

Awareness: Discovers a NikeSkims post on Instagram promoting a new drop. Notices trending hashtags: #lisaxnikeskims (Mentions: 71,200), #lisaxnike (Mentions: 59,080) (Brandwatch, 2025).

Consideration: Watches Instagram influencer collab video with Lisa Manobal. Searches for "nikeskims spring 26 collection" to compare brands worn by other influencers. Organic traffic: 9.8K (Semrush, 2025).

Purchase: Clicks link to shop on video and is directed to landing page on website. Looks through reviews and performance quality, and then customer decides to purchase. Website Authority Score: 99 (Semrush, 2025).

Retention: Customer receives an email to review their product. Follows ongoing Instagram content from Lisa (107M followers) and NikeSkims, highlighting new drops and styling.

Advocacy: Customer posts their own wellness content on Instagram wearing NikeSkims, using campaign hashtags: #nikeskims (Mentions: 20,180) (Brandwatch, 2025).

PEN PORTRAIT FRAMEWORK

| Segment Differentiators | Traditional Segment Descriptors | Social Media Segment Descriptors |
|---|---|--|
| Geo-Demographic Information | Transactional, Behavioral, and Psychographic Information | Emotional, Contextual, Connected Information |
| Who they are: <ul style="list-style-type: none"> 18-32 years old (Copilot, 2025) Gender: skews female: 64% female (Brandwatch, 2025) Occupation: Digital media, publishing, fitness instructor Income: £45,000-£65,000 (Copilot, 2025) | What they buy: <ul style="list-style-type: none"> Athletic and loungewear Products found through influencers or short-form content Where and how they buy: <ul style="list-style-type: none"> E-commerce: Organic Traffic: 9.8K, (Semrush, 2025) Via Instagram or X (Brandwatch, 2025) | What content they love: <ul style="list-style-type: none"> Short-form video: Instagram Reels, TikTok Influencer-led content Wellness and minamilist content Who they care about: <ul style="list-style-type: none"> Content with Lisa Manobal and Serena Williams NikeSkims creators like Kim Kardashian |
| Where they live: <ul style="list-style-type: none"> United States (campaign focus) | Why they buy from you: <ul style="list-style-type: none"> Trust in brand: NikeSkims Authority Score: 99 (Semrush, 2025) Influencer credibility Appeal of functional, versatile clothing What channels they use: <ul style="list-style-type: none"> Instagram, X, YouTube, TikTok (Brandwatch, 2025) Google Search: 9.8K Organic, 2K Paid Traffic (Semrush, 2025) | How they engage: <ul style="list-style-type: none"> Via Instagram, X, YouTube, TikTok Through hashtags and reposted content from influencers/creators What they feel about you: <ul style="list-style-type: none"> Campaign sentiment: 93% neutral, 6% positive, 1% negative (Brandwatch, 2025) 20% joy in emotion (Brandwatch, 2025) Positivity pockets influenced by celebrity collaborators like Lisa: January 2026 spike (Brandwatch, 2025) |

CUSTOMER PERSONA

Sienna Arlen
 Digital Wellness Content Designer

About:

- Age: 27 years old
- Income: Comfortable, Mid-High
- Location: NYC/LA

Lifestyle:

- Pilates, yoga, running
- Studio-to-street style
- Minimal, neutral aesthetic

SOCIAL MONITORING

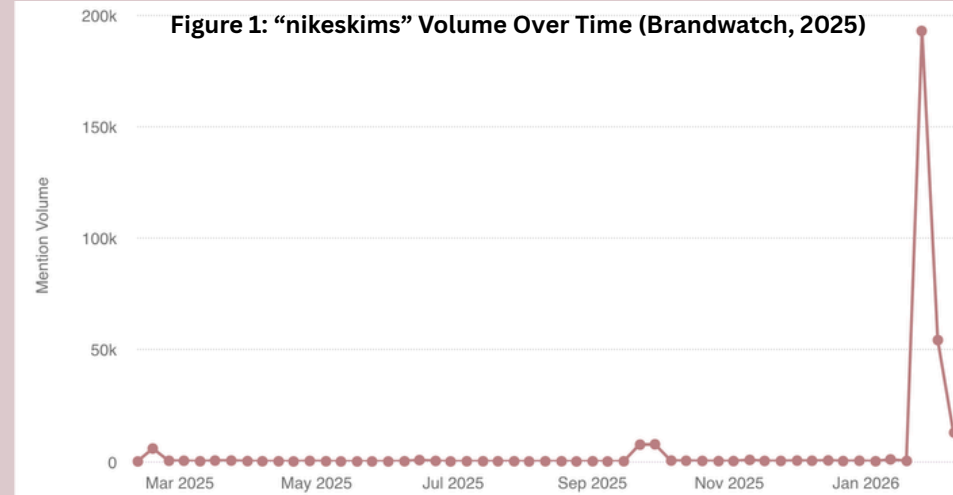
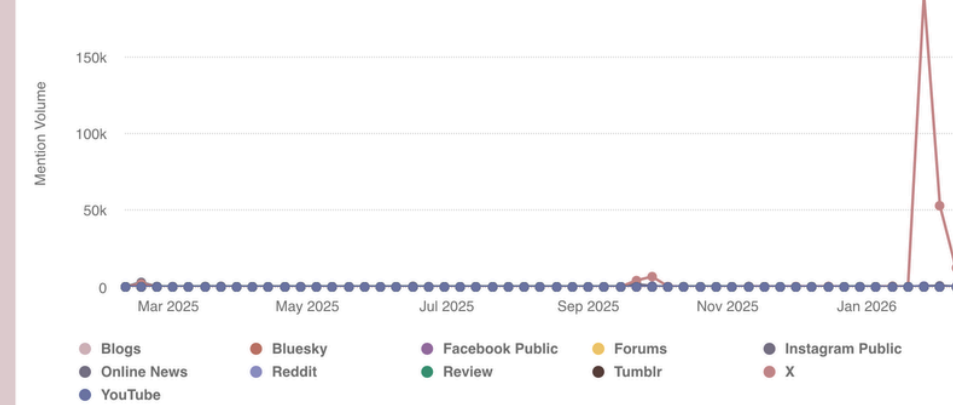


Figure 2: Top Sites Where "nikeskims" is Mentioned (Brandwatch, 2025)

| Top Sites | Mentions |
|---------------|----------|
| twitter.com | 272,060 |
| reddit.com | 2040 |
| instagram.com | 1280 |
| facebook.com | 980 |
| youtube.com | 320 |

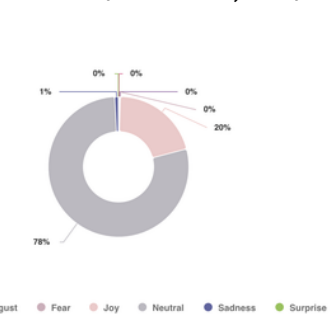
Figure 3: Conversations Involving "nikeskims" (Brandwatch, 2025)

Figure 4: Mentions of "nikeskims" Across Platforms (Brandwatch, 2025)



Studies show that joy is associated with increased engagement through link clicks, shares, or comments (Sussman, Bright and Wilcox, 2025). The 20% feelings of joy (Figure 5) surrounding "nikeskims" could thus be linked to increased engagement across the campaign's primary platforms.

Figure 5: Emotion Breakdown for "nikeskims" (Brandwatch, 2025)



Insights on "NikeSkims" through Brandwatch:

- First spike in mentions in February 2025, when early rumors about a Nike x Skims collaboration appeared (Figure 1).
- The second and larger wave in September 2025 occurs when the collab is officially announced and launched, creating a rise in mentions and conversations (Figure 1).
- The largest surge in mentions occurs in January/February 2026 when the collaboration with Lisa Manobal is released, along with a Valentine's Day drop (Figure 1). Mentions across X surges (Figure 4), along with conversations spreading across Instagram, Reddit, and Facebook (Figure 2 and 3).
- Engagement was highest on Tuesdays, which is the day that garners the highest engagement on average for retail and e-commerce (Sprout Social, 2025).
- Although the campaign is targeted only to a female audience, the 36% male audience (Brandwatch, 2025) represents a missed demographic that the campaign could have reached through content optimization.

WEBSITE MARKETING METRICS

Figure 6: NikeSkims Website Marketing Metrics (Semrush, 2025)

| | | |
|----------------------------|--------------------------------|-------------------------|
| Authority Score: 99 | Organic Traffic: 9.8K | Paid Traffic: 2K |
| Bounce Rate: 51.72% | Organic Keywords: 10.7K | Paid Keywords: 5 |

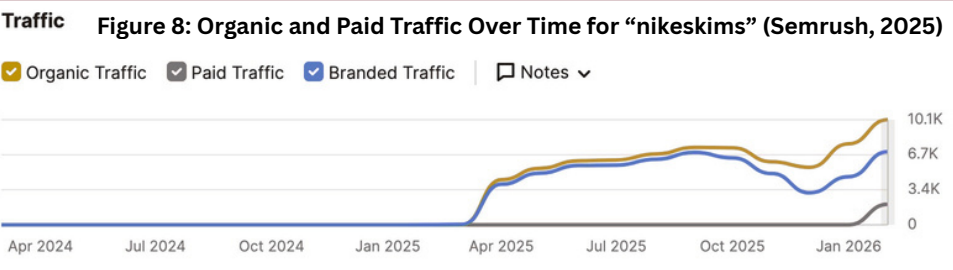
Figure 7: AI Visibility of NikeSkims Website (Semrush, 2025)

| AI Visibility | Mentions | Cited Pages |
|---------------|----------|-------------|
| 92 | 539.4K | 83.4K |
| ChatGPT | 123.2K | 57.8K |
| AI Overview | 115.2K | 11.7K |
| AI Mode | 128.8K | 24.1K |
| Gemini | 172.1K | 11.4K |

Awareness through AI is strong (Semrush, 2025), but the company should analyze how AI search influences purchase decisions (Figure 7).

The website shows a very strong Authority Score of 99 (Figure 6), meaning it ranks well and has high credibility (Semrush, 2025). However, the bounce rate of 51.72% (Figure 6) suggests that a significant portion of visitors leave the site without interacting, indicating that the content is not always engaging or able to convert into a purchase (Semrush, 2025). The organic traffic is high (Figure 6), showing a solid SEO presence and strong discoverability (Semrush, 2025). However, the paid traffic is relatively small (Figure 6) with only 5 paid keywords, limiting the brand's ability to reach more targeted or conversion-ready consumers (Semrush, 2025).

RECOMMENDATION: SEARCH OPTIMIZATION



Nike x Skims currently pays for 5 brand-name keywords (Semrush, 2025).

- Nike skims
- Skims Nike
- Nikeskims
- Nike x skims
- Nike and skims

To increase sales the brand should add 3 high-intent paid keywords (Copilot, 2025).

- Nike skims price
- Kim kardashian nike skims
- Lisa nike skims

The current paid keywords (Semrush, 2025) focus on brand awareness. The recommendation is to add more paid keywords to increase the volume of mentions across social channels like Instagram, further increasing site traffic and subsequent purchase conversion. As highlighted in Figure 8, traffic declined in October before recovering (Semrush, 2025). It is recommended that NikeSkims should add paid, high-intent keywords, including "Nike skims price," "Kim kardashian nike Skims," and "Lisa nike skims" (Copilot, 2025) in order to prevent future drops, attract ready-to-buy users, shorten the purchase journey, and increase sales.

Figure 9: Word Cloud for "nikeskims" (Brandwatch, 2025)



Figure Insights:

- Figure 9 reveals that conversations are strongly linked not only to the collection itself but also to celebrities and influencers associated with the campaign, including Lisa Manobal, the Kardashians, and Serena Williams (Brandwatch, 2025).
- This suggests that these individuals act as brand endorsers, transferring their image and cultural influence to the brand and increasing online visibility (McCracken, 1989).

Strategic Opportunity:

- The campaign already performs strongly in terms of brand awareness, as most paid searches focus on branded queries.
- However, Figure 9 indicates that consumer interest is also shaped by celebrity-related discussions and purchase-oriented searches (Brandwatch, 2025).
- Capturing these search behaviors would allow the campaign to reach users who are closer to making a purchase decision.
- Nike Skims should therefore add paid keywords such as "Nike skims price," "Kim kardashian nike skims," and "Lisa nike skims" (Copilot, 2025) to leverage already existing conversations.

Why This Improves Performance:

- Strengthens search visibility among high-intent users.
- Leverages existing online conversations shown in Figure 9.
- Converts brand attention into purchase intent.
- Supports higher traffic and potential sales growth.

CONCLUSION

Improving the paid keyword strategy could further strengthen the effectiveness of the Nike Skims campaign. While the current keywords successfully support brand awareness, incorporating high-intent keywords could help capture brand users with stronger purchase intentions. Aligning paid keywords with consumer search behaviour and celebrity associations identified in Figure 9 may increase search visibility, attract more qualified traffic, and convert existing interest into higher purchase potential.

Overall, the campaign already demonstrates strong brand recognition and engagement, making it a successful campaign. Therefore, the recommendation is focused on strengthening search optimisation to leverage existing demand and further support conversions and sales.

References
 Brandwatch (2025). Brandwatch: World-leading social listening. [online] Brandwatch.
 McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. Journal of Consumer Research, 16(3), pp.310-321.
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