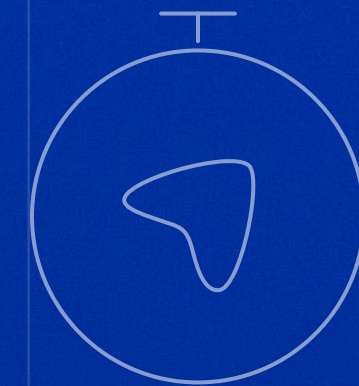


CATEGORY: SPORTS EQUIPMENT & APPAREL

# The Brand Intelligence Quadrant.


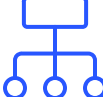




A weekly, category-level diagnostic  
and compass for businesses

250,000+ data points.  
500+ brands. 200+ sources.

# Our Methodology

## Brand Intelligence System

-  Monitors 200+ sources daily: from search signals to specialist communities.
-  Normalizes signals across brands using a consistent sectorial framework, not keyword volume or free inference.
-  Interprets signals through four scored pillars: Reputation, Relevance, Interactions, and Backend, mapped to two axes: Brand Authority and Market Presence.
-  Produces one clear read on where a brand stands and what leadership should do next.

## Disclosure

*The Quadrant is informed by continuous large-scale data collection and proprietary analytical modeling. Hatch Omni's framework applies expert-defined weighting and normalization models developed from decades of category leadership experience. This process delivers quantifiable comparability, and consistent evaluation of brand performance across sentiment, positioning, presence, authority, and overall brand efficacy. Daily ingestion of millions of new data points maintains both real-time accuracy and historical tracking across all measured pillars.*

## The Quadrant Framework

Each report is built on a two-axis framework

### Market Presence Score (X-Axis)

What real people see and feel: content clarity, engagement, community, and narrative consistency.

### Brand Authority Score (Y-Axis)

What AI systems and institutions actually perceive: SEO structure, PR citations, domain authority, and institutional trust signals.

# Data Collection

The system continuously monitors 200+ sources selected for sectorial relevance and recency.

Source types include:

- Industry and trade publications
- News outlets and editorial content
- Search and keyword signals
- Social platforms and community forums
- Early adopter and specialist communities
- Sector reports and institutional references

## Signal Interpretation

Raw signals are not taken **at face value**. The model identifies current trends (present, stable, widely adopted) separately from emerging trends (early signals, growing in niche communities, not yet consolidated).

A trend is considered **emerging** when it shows recent growth in mentions, repetition across independent sources, and adoption by relevant early actors, but has not yet reached broad market consolidation. The model functions as a synthesis layer. It interprets signals; it does not replace data quality.



Best business process automation to1...



top ten safest cars



What brands are actually good for sensitive skin?



Best skincare routine for acne-pr



# Category Quadrant





The Quadrant identifies where competitive ground is undefended and where category position is at risk, before the market makes the shift visible.

## How to read it

**X-axis (Market Presence Score):** how strongly does this brand show up in the market? Content, engagement, community, narrative. What people see.

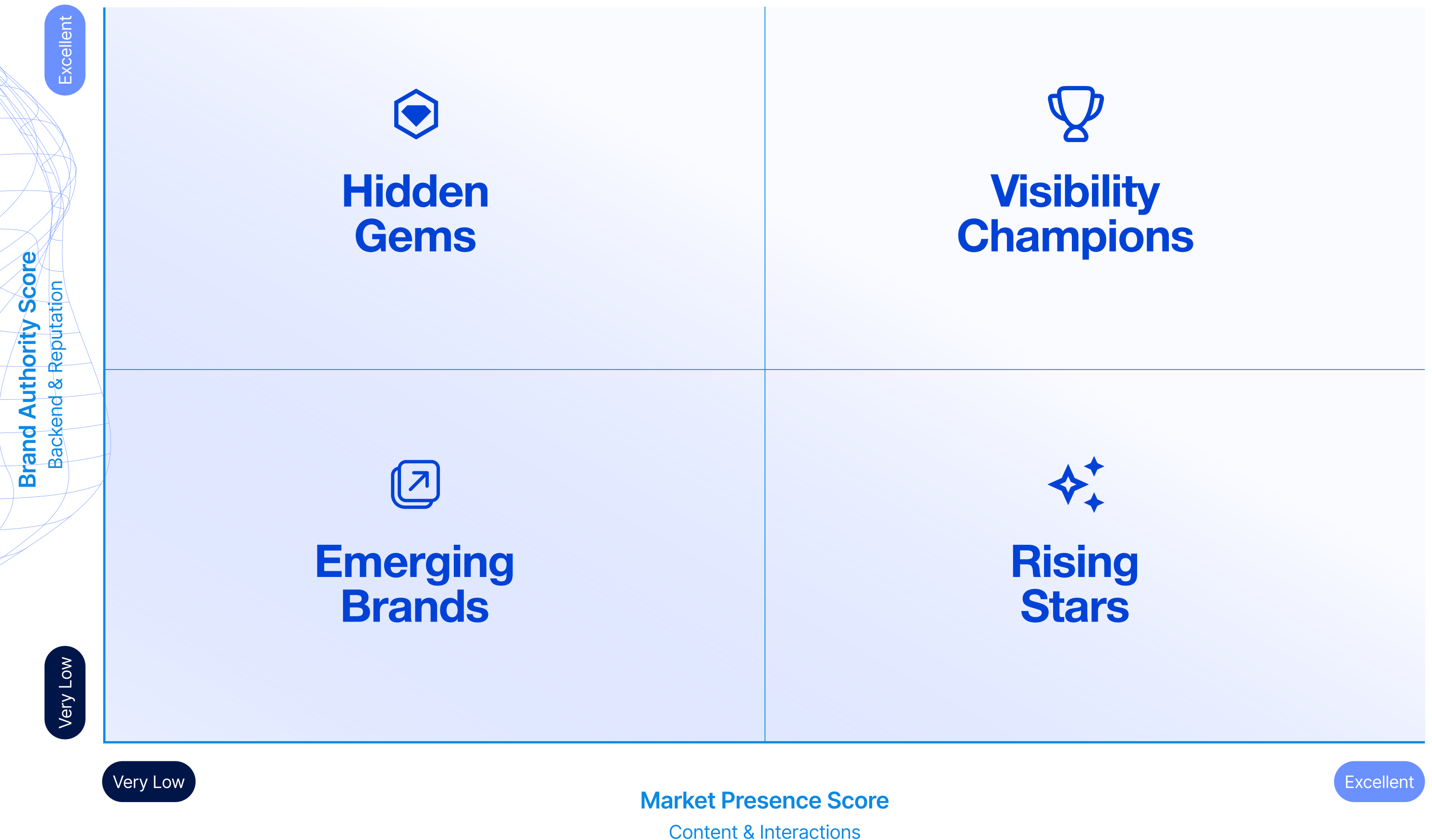
**Y-axis (Brand Authority Score):** how credible is this brand behind the scenes? Reputation, structure, institutional trust. What AI systems perceive.

## The four positions

-  **Visibility Champions:** strong on both axes. Position is aligned and compounding.
-  **Hidden Gems:** strong Authority, lower Presence. Foundation is solid; activation is the gap.
-  **Rising Stars:** strong Presence, lower Authority. Visibility is working; structure needs to catch up.
-  **Emerging Brands:** earlier across both. Direction of movement matters most.

Each week, HatchOmni AI publishes a category-level diagnostic. This report is a lite version. A more robust version of this report is also published once monthly with an in-depth analysis of a category-specific HatchOmni AI Quadrant.

## Brand Intelligence Quadrant



# Key Observations from the Quadrant

The following observations highlight how leading brands in this category are currently positioned, based on their Brand Intelligence signals and relative balance between activation and foundation.



## About the category: Sports Equipment & Apparel

The brands in this category compete not just on product function but on how deeply they connect with athletes, fans, and everyday consumers. Reputation and relevance are hard-won here, shaped by everything from product credibility to community presence to sustainability commitments. This week's set spans a wide range of brand intelligence, reflecting a category where leaders pull ahead decisively and challengers face real pressure to close the gap.

### Adidas

Business Intelligence Score: 8.2

The category leader by a clear margin. Adidas holds top-ranked positions in sports apparel and soccer cleats, with strong sentiment across the board and high consumer interaction. Sustainability perception and post-purchase service read as neutral, marking the main territory left to develop.

### Puma

Business Intelligence Score: 7.8

Strong front-of-house performance, with top-ranked visibility in athletic footwear and solid reputation and relevance scores. Community engagement and backend consistency lag behind, and sustainability sentiment remains mixed. The brand's presence is working; converting it into deeper engagement is the work ahead.

### Under Armour

Business Intelligence Score: 6.9

High visibility in performance apparel conversations, but uneven across the product range. Engagement and sentiment around compression gear and footwear pull the profile down considerably, with several low and very low reads. The brand is seen, but not always favorably. Closing that gap is the priority.

# From Category Insight to Brand Direction

Knowing your position is the first step.  
Knowing your direction is  
what drives growth.

In a **30-minute conversation**, we can assess where your brand stands in this quadrant and identify your highest-impact growth opportunities.

If you'd like to understand your Brand Intelligence position, and where to move next

**LET'S TALK.**



TRY HATCHOMNI