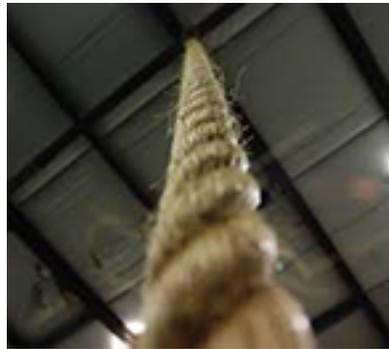


# The CrossFit Conversation

December 2013



**CHANNEL SIGNAL**   
*listening makes you smarter*

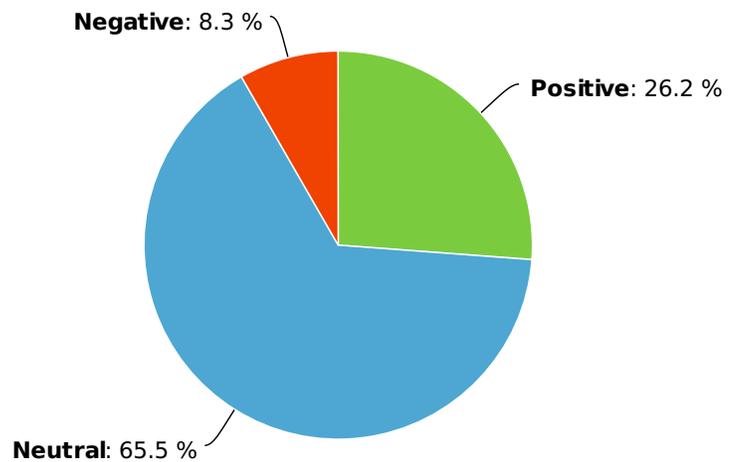
## Category - CrossFit

This report is part of a monthly series that documents online consumer comments made about CrossFit. The Channel Signal algorithm collects these comments from blogs, online media and social media platforms like Twitter, Facebook, YouTube, etc. We filter out the junk, assign each comment a positive/neutral/negative rating and analyze the clean data to report on the top issues and trends that drove the online CrossFit conversation for December. Our purpose is to provide actionable consumer insight to companies in the fitness business.



## Activity / Sentiment Overview

### Total Consumer Comments



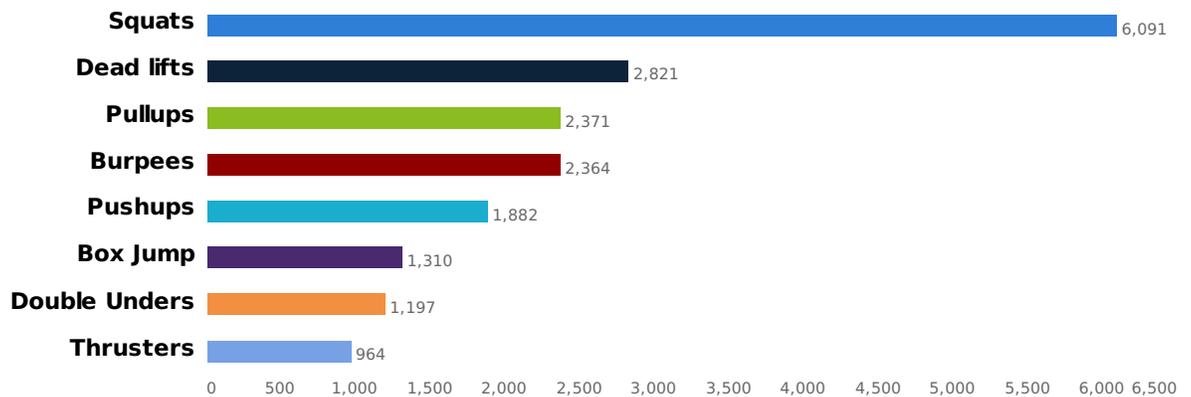
Channel Signal documented over 140,000 legitimate consumer online mentions of CrossFit. The chart above shows the sentiment to be predominantly neutral; however, many of these comments shaded toward positive but did not contain the language to mark it as such.

## Comparative Analysis

### ANALYSIS: 1 | Which CrossFit Exercises Got Talked About the Most?

Whether they loved them or suffered through them, CrossFitters talked frequently about the details of their workouts in December, often minutes after completing a workout. #1 on the list was squats, followed by dead lifts, pullups and burpees. On the love/hate scale, pullups and burpees definitely tended towards "hate", even while the benefits were acknowledged. Most of the online references to specific exercises talked about how exhausted, yet happy, the commenter was - an opinion that any CrossFitter would recognize.

#### MENTIONS



## Topic Analysis

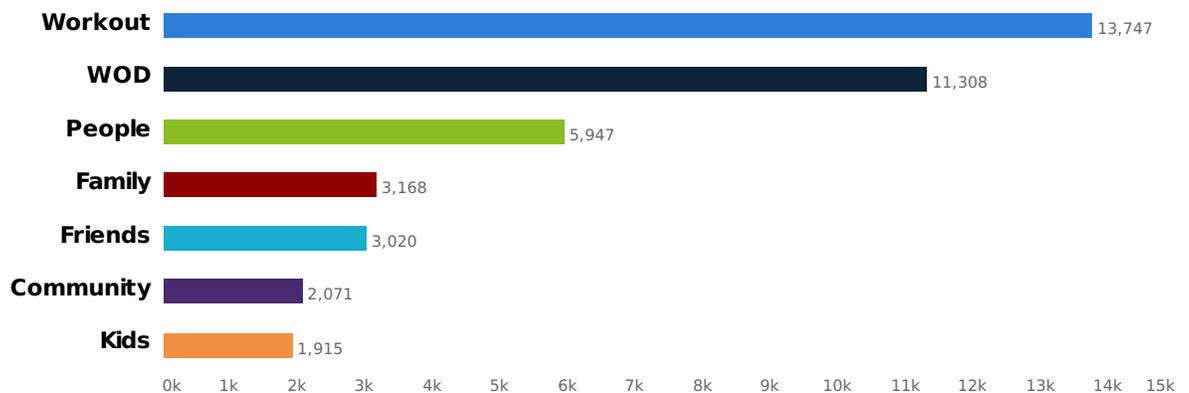
### TOPIC: 1 | What Motivates the CrossFit Community?

It's no secret that CrossFit people are dedicated and love the results of their program. But an analysis of their online conversation shows a highly supportive community that loves to talk, share content and encourage one another. In the month of December 67,000 CrossFit-tagged videos were posted on YouTube, some professionally-produced by gyms, but many created by enthusiasts. We saw thousands of examples of consumers proudly posting their WOD (Workout of the Day) and sharing motivational messages, as well as posts using terms like Family, Friends, People and Community. CrossFitters get stereotyped by outsiders for their dedication, but as you can see in the first Key Quote below which was widely shared, the community laughs it off and uses it for further motivation. The CrossFit Games, which have recorded a 166% year-over-year growth rate, are a serious aspirational goal for the rest of the community. Commenters frequently mentioned the Games as representing a fitness level they hope to achieve someday.

#### KEY INSIGHTS

To appeal to this crowd, companies have to show their authenticity and prove they understand the tribe's motivation. This is a community that loves to share online, which means that companies who create original and compelling content can realize dramatic levels of positive consumer comment and sharing. The flip side is fair warning for companies wanting to sell to this market: an insular customer base like this one will reject a company that looks opportunistic. Listen to these customers closely before making your pitch.

#### MENTIONS



#### KEY QUOTES

“ **Crossfit is the opposite of Fight Club. The first rule of crossfit is never shut the fuck up about crossfit.**

Link: [http://twitter.com/THE\\_WARCHILD/status/407694419089821697](http://twitter.com/THE_WARCHILD/status/407694419089821697)

Site: twitter.com Author: Chris Boisjoli (Klout 25)

“ **They need a match making website for only crossfitters.... #milliondollaridea #idjoin #crossfit #crossfitproblems #singleprobs**

Link: <http://twitter.com/KaraEgelsky22/status/407498115714146304>

Site: twitter.com Author: Kara Jo (Klout 32)

“ **so i am now addicted to watching the Crossfit games.....i wanna be there one day**

Link: [http://www.facebook.com/779774271\\_10151916430669272](http://www.facebook.com/779774271_10151916430669272)

Site: facebook.com Author: Brittni Linn

“ #crossfit and #family converge today. Birthday #WOD with my daughter, @karlyn\_w ... she could kick my a.. if she wanted to

Link: <http://twitter.com/thegeowilhelm/status/406937293165826048>

Site: twitter.com Author: George Wilhelm (Klout 31)

“ Wearing my collarbone bruises like an honor badge today #crossfit #crossfitproblems #ouch

Link: <http://twitter.com/MaB2117/status/408247909365608448>

Site: twitter.com Author: Maegan Mouse (Klout 18)

“ WOD 1 complete, time to fuel up and and recoup for WOD 2 in few hours!! #optimumlife #guerillaathletic #crossfit...

<http://t.co/9LrM7KJnNY>

Link: [http://twitter.com/presso\\_CF/status/406938358125199360](http://twitter.com/presso_CF/status/406938358125199360)

Site: twitter.com Author: Luke preston (Klout 11)

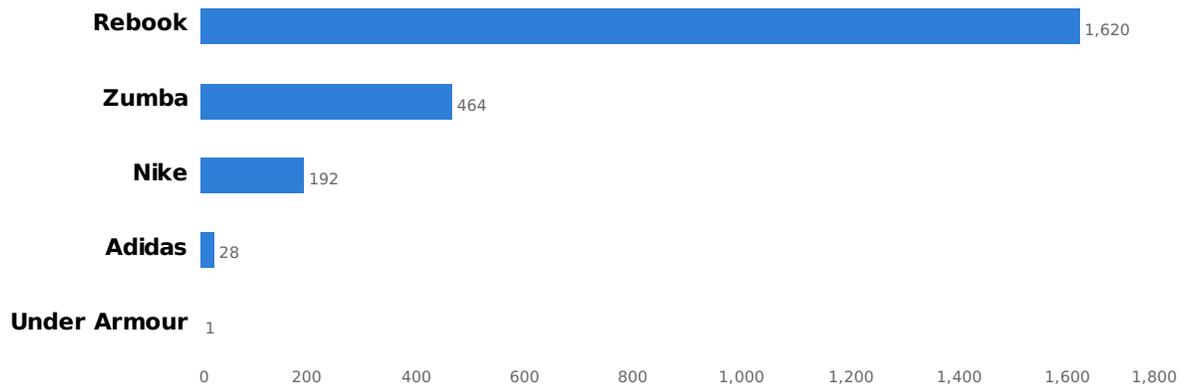
**TOPIC: 2** | **Reebok Sponsorship Shuts Out Other Brands**

With their official sponsor status, Reebok has this growing and lucrative playing field all to itself at the moment. We found very few references to major athletic brands like Nike and adidas, and very little generic talk around Gear (150), Shoes (88) and Shorts (48). CrossFitters are far more focused on the experience than the stuff.

**KEY INSIGHTS**

- 1) Because only Reebok can use the term "CrossFit", there is a real need for Reebok's competitors to create and establish an alternative term for CrossFit-style workouts, exactly the way "Hot Yoga" has become the recognized alternative to the trademarked "Bikram".
- 2) There isn't a lot of purpose-built equipment available for CrossFit-style workouts, which seems like an unmet opportunity. Americans love gearing themselves up.

**MENTIONS**



**KEY QUOTES**

“ Go Reebok Crossfit !!!

Link: [http://www.facebook.com/775135959\\_10152071315305960](http://www.facebook.com/775135959_10152071315305960)

Site: facebook.com Author: Leila Scollay

“ Time to work out (@ Reebok CrossFit) <http://t.co/2fPQ2LAJox>

Link: <http://twitter.com/alexisteran26/status/407649930107682816>

Site: twitter.com Author: alexis teran (Klout 12)

“ Trying to find the reebok crossfit nano 3.0 in stock in any store within 75 miles has proven to be quite the chore. #reebok #crossfitnano

Link: <http://twitter.com/irish7hoosier/status/407579408757960704>

Site: twitter.com Author: Meagan Carlon (Klout 26)

“ If u walk into #crossfit with nike products u get the stare of death lol

Link: [http://twitter.com/NotoriousAsh\\_/status/408030184135475200](http://twitter.com/NotoriousAsh_/status/408030184135475200)

Site: twitter.com Author: Ashanti. (Klout 42)

“ My only shoes are Crossfit.. I used to be a Nike guy.

Link: [http://twitter.com/Taylorp\\_hoops/status/408759413340520448](http://twitter.com/Taylorp_hoops/status/408759413340520448)

Site: twitter.com Author: Taylor Phillips (Klout 18)

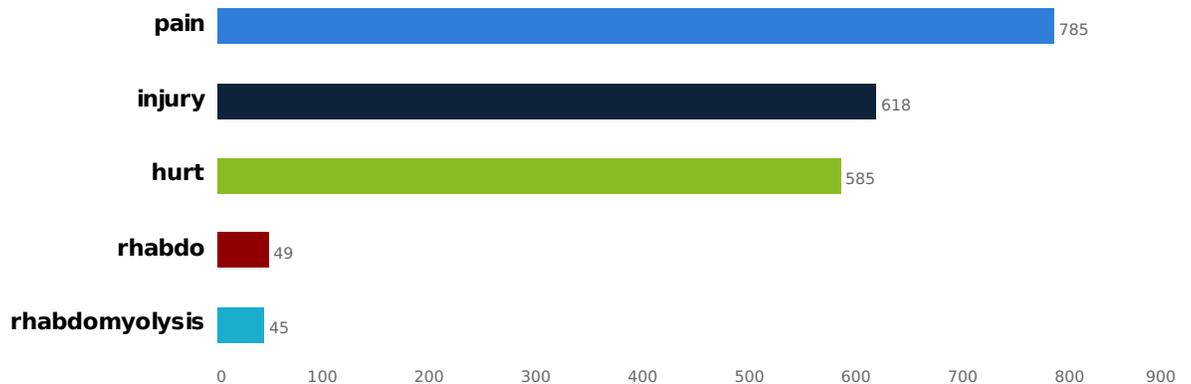
**TOPIC: 3 Injury Issue Disappears From the Conversation**

After last fall's news cycle on "CrossFit's Dirty Secret", which introduced the rest of the world to rhabdomyolysis (damaged skeletal muscles), the trend of blaming CrossFit for a variety of user injuries seems to have died off. We anticipated far more injury-related comments, but documented very few. The majority of the comments we saw in December that used terms like Hurt and Pain were positive, from people stoked and bragging about how hard they went in their WOD.

**KEY INSIGHTS**

If you sell to the CrossFit world (or want to) and you were worried that the injury stories might have a negative effect on business, you can stop - CrossFit is proceeding full bore. And, to better understand the CrossFit customer, notice how CrossFit Corporate responded to the injury issue - by mocking it and using it to double down on their "elite fitness" position.

**MENTIONS**



**KEY QUOTES**

“ Woke up with that good pain deep in my muscles! It is so good to be back in the gym. I have missed the day after waddle that comes with a good CrossFit WOD!

Link: [http://www.facebook.com/1087025667\\_10201247401842227](http://www.facebook.com/1087025667_10201247401842227)

Site: facebook.com Author: Tiffany Prigmore Head

“ I asked @gladwell: Why do you do @crossfit? G: I'm a runner. I do CrossFit for injury prevention. I haven't been injured in three years.

Link: <http://twitter.com/bakerlink/status/414431027717623808>

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**Site:** twitter.com **Author:** Scott Baker (Klout 51)

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“ **First crossfit class= a painful success! #strongerthanyesterday**

**Link:** [http://twitter.com/leah\\_thomp/status/414406223572652032](http://twitter.com/leah_thomp/status/414406223572652032)

**Site:** twitter.com **Author:** Leah Thompson (Klout 38)

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“ **I am convinced there is no sore in the world like CrossFit sore #ouch #evenmyeyelasheshurt**

**Link:** [http://twitter.com/laura\\_driver/status/413130878953730049](http://twitter.com/laura_driver/status/413130878953730049)

**Site:** twitter.com **Author:** Laura Driver

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# Top Influencers

TOP 10 AUTHORS	 KLOUT SCORE
<a href="#">The New Yorker</a>	97.0
<a href="#">Men's Journal</a>	94.0
<a href="#">Bloomberg TV</a>	89.0
<a href="#">Sporting Kansas City</a>	86.0
<a href="#">Danica Patrick</a>	86.0
<a href="#">John Layfield</a>	86.0
<a href="#">Chris Brogan</a>	85.0
<a href="#">mark schlereth</a>	84.0
<a href="#">shannon sharpe</a>	84.0
<a href="#">darren rovell</a>	84.0
<b>Overall Average *</b>	<b>20.3</b>

\* This average represents all consumers with Klout scores who posted in this primary category.

## KEY QUOTES

“ **Did you miss @JeffreyHayzlett's inside look @CrossFit's #CSuite? Fret not. Catch the episode in full here <http://t.co/AEgjA69PKa>**

**Link:** <http://twitter.com/BloombergTV/status/415935454580846592>

**Site:** twitter.com **Author:** Bloomberg TV (Klout 89)

“ **Getting dunked on is itself not too bad, but the gleam in the eye of the dunker when he or she first lays eyes on you is. From Generation CrossFit, by Thomas Beller. ...read more**

**Link:** <http://www.newyorker.com/online/blogs/newsdesk/2013/12/backblogged-our-five-favorite-sentences-of-the-week-41.html>

**Site:** newyorker.com **Author:** The New Yorker

“ **One of the fallen Navy SEALs depicted in 'Lone Survivor' was also a CrossFit pioneer. This is "Body of Armor" workout <http://t.co/aZZKnerRT>**

**Link:** <http://twitter.com/MensJournal/status/417082817835974656>

**Site:** twitter.com **Author:** Men's Journal (Klout 94)

Channel Signal tracks influence via a metric service called Klout, which measures one's number of followers and how often one's content is re-shared. The chart above shows some of the most important voices to talk about CrossFit in December. The New Yorker tweeted in support of its Generation CrossFit article in the 12/24 issue. Men's Journal pointed out that one of the Navy SEALs portrayed in the movie Lone Survivor was a CrossFit pioneer. And Bloomberg TV tweeted to support their 12/23 feature on CrossFit.

## Category Report

### WHAT You Get:

-  A **large dataset** of consumer opinions
-  **Comparative analysis** of the top brands
-  The trending consumer **headlines**
-  Names and quotes from **key influencers**
-  A **monthly strategy call**

### WHY It Matters:

-  See what's trending to **capitalize on opportunities**
-  Know about **product performance** before competitors
-  Get an **unbiased view** of consumer opinions

### WHAT It Costs:

-  **Please call for details.**

## What Is Channel Signal?

We collect and filter large amounts of consumer opinions and then analyze and provide insight into issues that are critical to brands, retailers, event organizers, associations and analysts.



## Other Reports

### Product Review Reports (\$1,000/mo.)

An analysis of consumer product reviews from your e-commerce partners. We break out your top positively and negatively reviewed products and detail unifying themes.



### Brand Reports (\$1,500/mo.)

An analysis of your brand performance. We highlight the total volume, breakout the headlines, back them up with consumer quotes and reveal the top influencers.



### Senior Management Reports (\$5,000/mo.)

A comprehensive review of everything consumers say about your company, including products, marketing initiatives and event sponsorships. Presented with headlines and analysis on each critical topic. Includes a Consumer Review Report.



### Special Reports (Cost determined by scope)

A report based on your needs. It might be a competitor analysis, a review of a new product launch, or an analysis of consumer opinion on an event sponsorship.



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