

US OPEN 2025 AS A DIGITAL ARENA

How major tournaments amplify reputational risks and opportunities in real time

Analysis based on public data collected through the Brandwatch tool.
Analysis period from 10st to 31st august 2025.
Mentions collected in english.



US OPEN 2025 EMERGES AS A GLOBAL STAGE FOR VISIBILITY, REPUTATION, AND SOCIAL NARRATIVES

The 2025 US Open confirmed its role as one of the most influential sporting events in the world, where not only athletic performance but also social behaviors are amplified on a global scale. A viral incident involving Drogbruk's CEO taking a child's cap for an autograph triggered intense online debate and quickly escalated into a reputational crisis. At the same time, tennis player Kamil Majchrzak gained praise for his empathetic response, reinforcing how athletes can shape narratives both on and off the court.

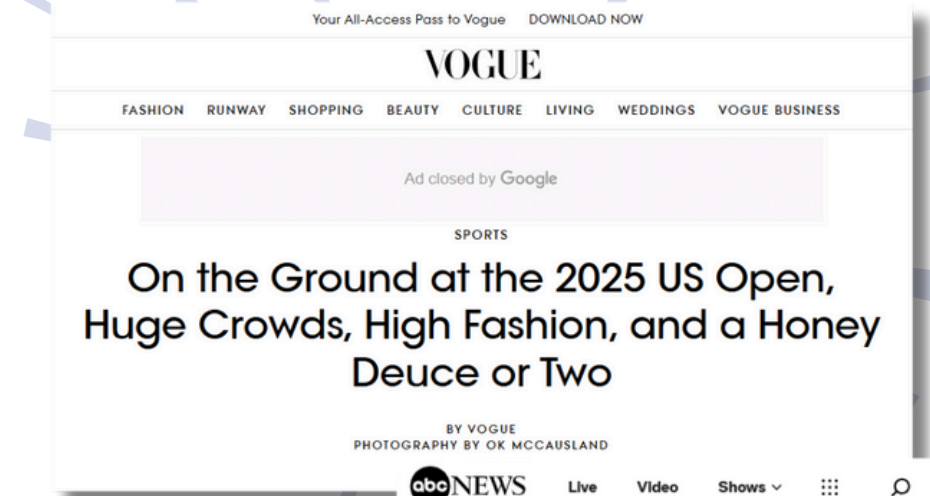
More than 600,000 mentions in just a few days showed the power of digital platforms as real-time mirrors of public sentiment. The episode revealed how major tournaments like the US Open operate as arenas for broader discussions about ethics, responsibility, and image management, where individual actions are magnified and reputations can be reshaped within hours.

Key discussion points with the US Open at the center

- The US Open as a stage of global visibility, where both sports and social behaviors gain worldwide amplification.
- Sports events as catalysts for debates on ethics, power, and responsibility that transcend athletic performance.
- High-exposure environments such as the US Open magnify missteps and accelerate scrutiny by media and the public.
- Athletes play an active role in shaping reputations, as seen with Kamil Majchrzak's praised gesture.
- The reach and power of social media consolidated the US Open 2025 as one of the most discussed events of the year.

Conclusion

The US Open 2025 once again demonstrated that global tournaments extend far beyond competition. They are platforms where narratives of behavior, reputation, and accountability are built, tested, and judged in real time.



Polish tennis star Kamil Majchrzak meets young fan after viral US Open hat debacle

The man who took the hat intended for the child has since apologized.

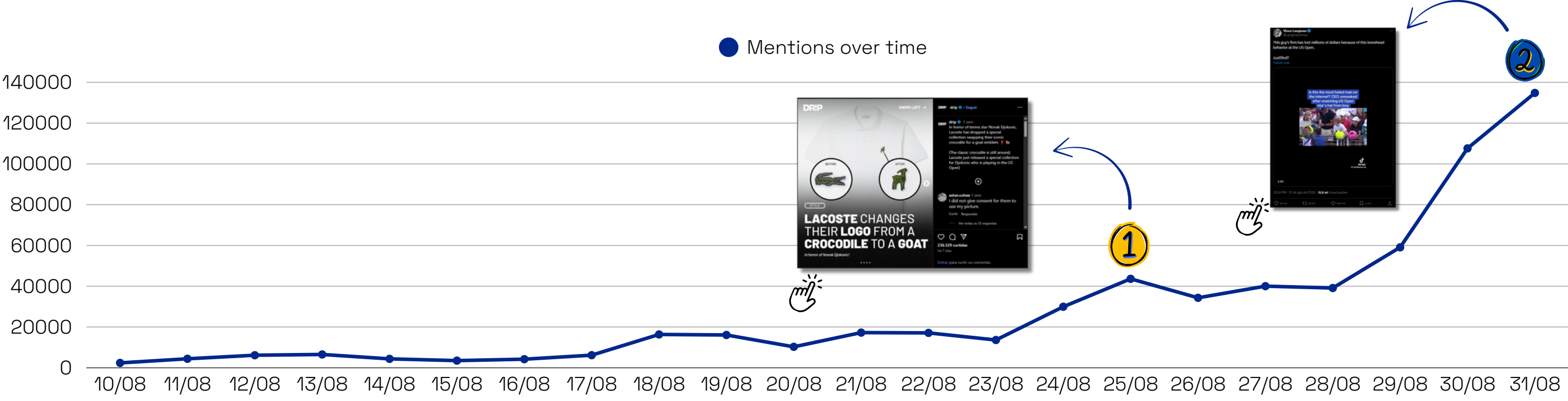
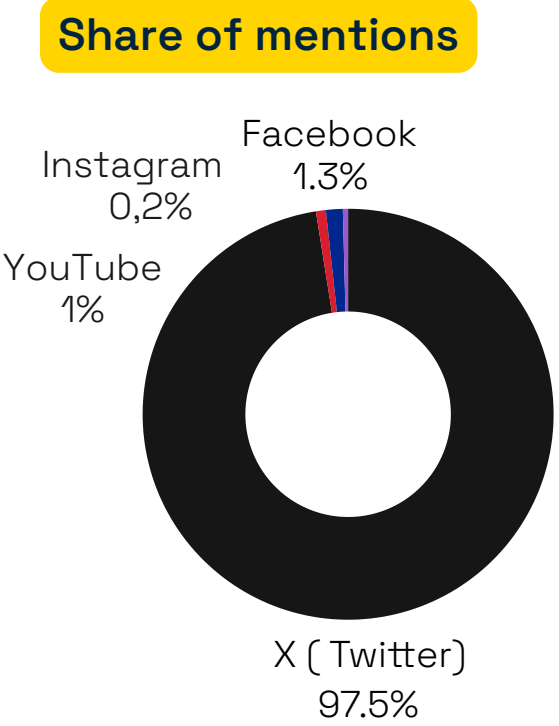
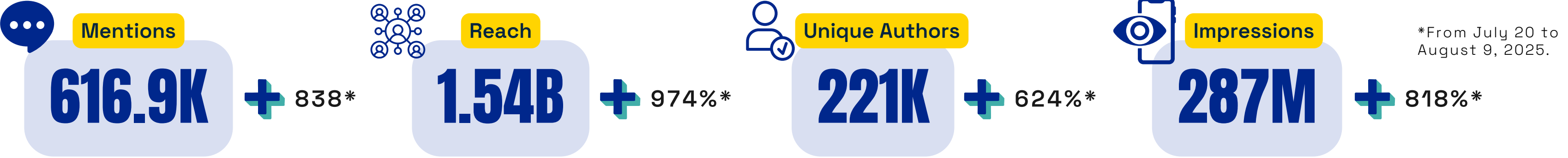
By Kelly McCarthy GMA
September 1, 2025, 12:08 PM



Taylor Fritz advances to quarterfinals of US Open ABC News' Rhannon Ally reports from the National Tennis Center in New York.



HOW DID THE 2025 US OPEN IMPACT THE REPUTATION OF BRANDS AND PUBLIC FIGURES IN THE DIGITAL SPACE?



US Open 2025: Between Brand Prestige and the Risk of Mass Exposure

The 2025 US Open generated strong digital impact, with 616.9K mentions and a reach of 1.54B, combining high-engagement branding strategies with reputational risks. Lacoste launched a special collection honoring Novak Djokovic by replacing its iconic crocodile logo with a goat, symbolizing the “GOAT” title. The campaign drew widespread attention, with 236K+ likes on Instagram, reinforcing the brand’s tennis presence but also triggering mixed reactions and memes. Simultaneously, a viral video showed an executive taking a cap from a child for an autograph, reaching 12.6M views and drawing severe criticism. The incident was linked to reputational damage and financial loss. Twitter (X) led the conversation, accounting for 97.5% of mentions. With 287M impressions and 221K unique authors, the US Open confirmed its role as a global stage where public actions can rapidly elevate or harm brand and individual reputations in the digital age.

BROKEN RECORDS AND MIXED REVIEWS: WHAT EXPLAINS THE RECEPTION?

Brand Health Index

6.07

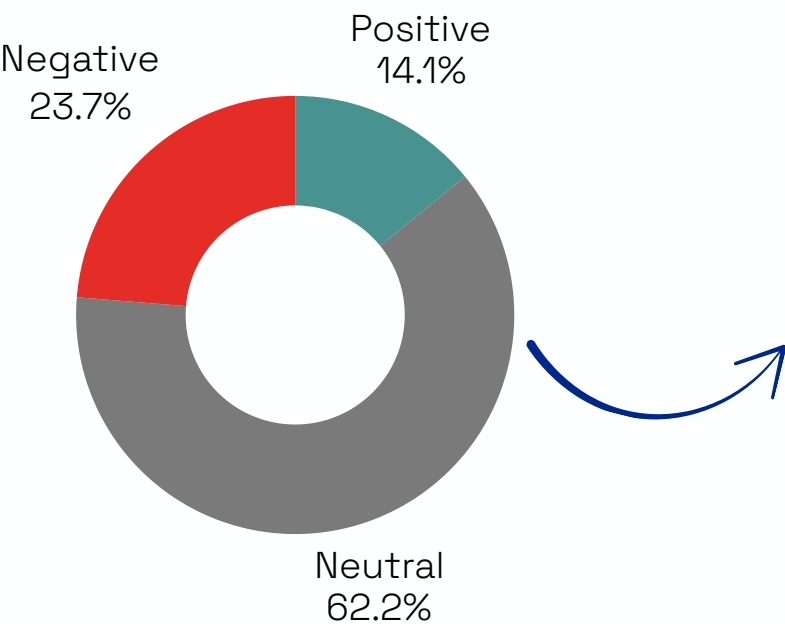


From July 20 to August 9, 2025*

The BrandHealth Indicator is a proprietary Loxias metric that uses statistical calculations based on the polarity of mentions.

-1.12 ✓
Previous period: 7.20

Share by sentiment



Highlights by sentiment



Between criticism and praise: how athletes and executives drove online conversation

The Brand Health Index of the US Open 2025 reached 6.07, showing a decline compared to the previous period [-1.12]. The tournament's digital reception was marked by sharp contrasts, reflected in a fragmented debate: 62.2% neutral mentions, 14.1% positive, and 23.7% negative. While the overall perception remained at a level considered "good," peaks of engagement were driven both by criticism and praise, explaining the slight deterioration in the brand's health score associated with the event.

- Negative:** intense criticism linked to the incident involving Drogbruk's CEO, accused of taking a cap from a child. The video went viral and reinforced the "out-of-touch millionaire executive" stereotype, fueling boycott calls and reputational damage. Another negative highlight was the heated interaction between Taylor Townsend and Jelena Ostapenko, widely perceived as unsportsmanlike conduct.
- Positive:** expressions of support and recognition for athletes showing sportsmanship and empathy, such as Kamil Majchrzak giving the child a replacement cap, or Carlos Alcaraz posting a message of solidarity to Jannik Sinner after his injury. These gestures reinforced human and inspiring narratives that went beyond technical performance on the court.
- Neutral:** comparative comments about performances, statistical analyses, and media coverage with little emotional charge. This content kept the tournament on the radar in a more analytical tone, reinforcing the US Open's relevance even when discussions were not polarized.

TRACKING THE DIGITAL PULSE OF THE US OPEN 2025 THROUGH SEARCH AND CONVERSATION TRENDS

Sustained growth of digital interest in tennis

Online searches for the US Open 2025 showed consistent growth, peaking toward the end of August and reflecting the tournament's global attention. Among the most searched terms were "open us tennis," "open us live," and "open us tennis results," highlighting strong interest in real-time coverage and match outcomes. Notably, adjacent queries such as "how to open us" and "how to watch french open us" revealed semantic confusion and cross-association with other tournaments. The volume and diversity of searches confirm the US Open as one of the most closely tracked sporting events online during this period.

Search Interest Over Time ?

+ Get Alerts

Forecast

GLIMPSE



open us tennis

open us live

open us post office

open us post office near me

open us tennis results

border open us

how to open us

how to watch french open us

market open us

Brands Transform the 2025 US Open into a Global Showcase

The 2025 US Open reaffirms itself as one of the world's premier tennis tournaments and, at the same time, as a global showcase for brands. Strategic sponsors use the event to reach a high-income audience that is increasingly engaged in digital platforms. Fashion makes its mark through Ralph Lauren, reinforcing the link between style and sport, while companies such as Chase, Deloitte, and Chubb expand their presence with exclusive experiences and social initiatives. In the beverage segment, Grey Goose and Dobel Tequila turn cocktails into cultural icons and generate millions in sales, while Emirates strengthens its image of premium hospitality. This blend of distinct sectors creates a sophisticated sports marketing ecosystem, where each brand leverages the tournament as a stage for immersive experiences, brand building, and direct connection with global consumers.

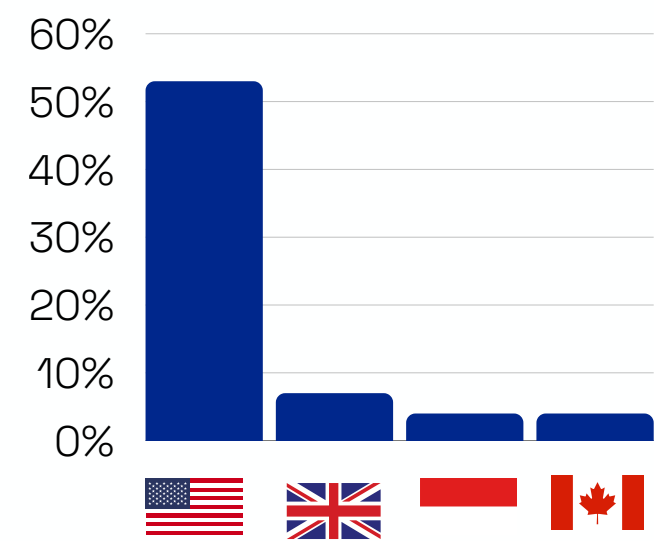


J.P.Morgan

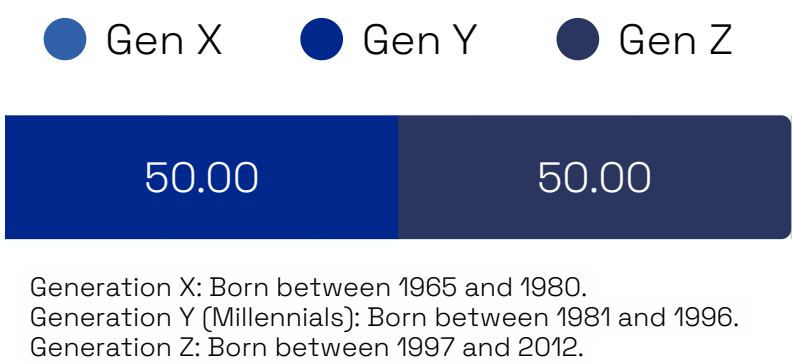
Mercedes-Benz

WHO POWERS THE OPEN US? THE GLOBAL FAN BASE TURNING TENNIS INTO A CULTURAL STAGE

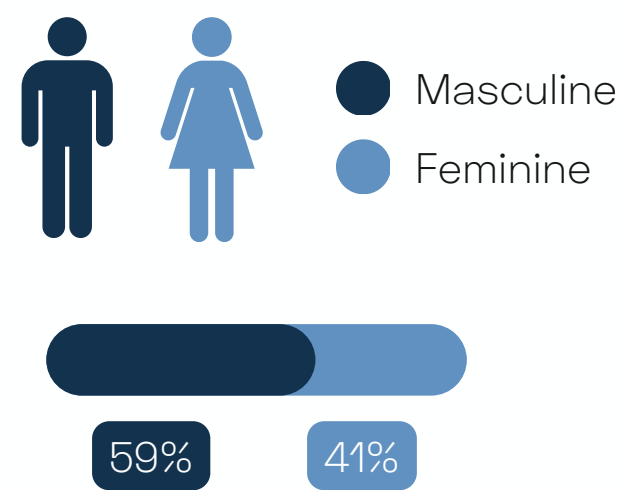
Top Countries



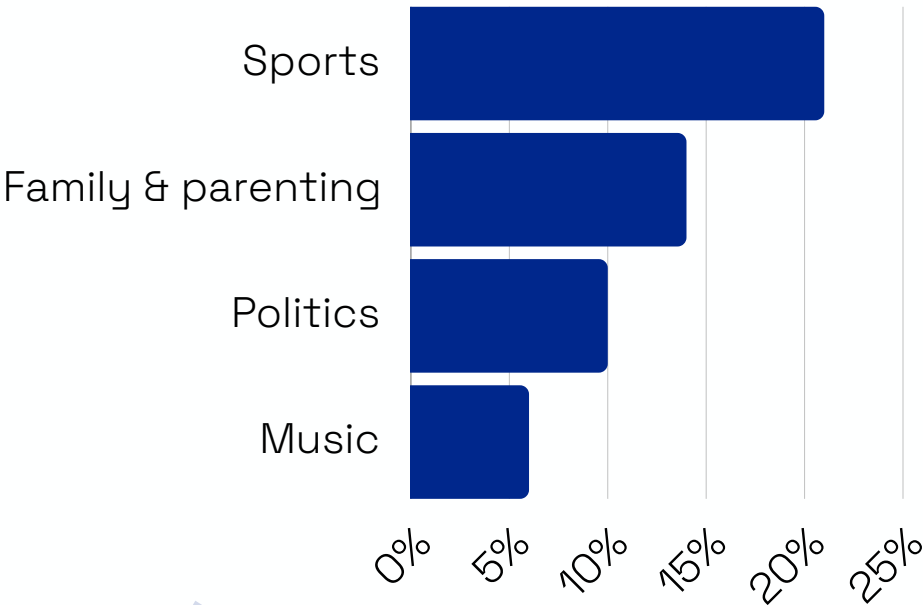
Audience



Gender



Topics of interest by percentage



Inside the Stands: The Cultural and Emotional Profile of the US Open Fan

Alex is a passionate tennis fan who follows the US Open religiously every year. He grew up playing sports and maintains an active lifestyle, balancing his creative career with family life as a father of two. He consumes sports not only for leisure but also as a source of aesthetic inspiration and emotional connection.

Valuing authenticity and cultural relevance, he is drawn to brands that align with his values—diversity, innovation, and emotional storytelling. At work, he leads campaigns that blend sports, art, and social narrative. He uses X (Twitter) almost exclusively to stay updated in real time on sports and politics, and to engage in live conversations during matches, often acting as a thought leader within the tennis community.

He uses social media to follow news, express opinions, and stay connected with industry peers and family. He expects content to be short, creative, and purpose-driven. Brands that humanize athletes and create live digital experiences are more likely to capture his attention and engagement.



Persona Name: Alex Thompson
Age: 38
Gender: Male
Location: Brooklyn, NY
Occupation: Creative Director at a sports marketing agency
Education: Master’s degree in Communication and Media

THE MATCH GOES ON: WHAT THE DATA SAYS ABOUT THE US OPEN

Analysis of the tournament categories, the most mentioned athletes, and the exposure of sponsor brands

The query was built using a selection of the main athletes participating in the US Open, including Jannik Sinner, Carlos Alcaraz, Novak Djokovic, Taylor Fritz, Alexander Zverev, Aryna Sabalenka, Iga Swiatek (Iga Świątek), Coco Gauff, Jessica Pegula, and Naomi Osaka.

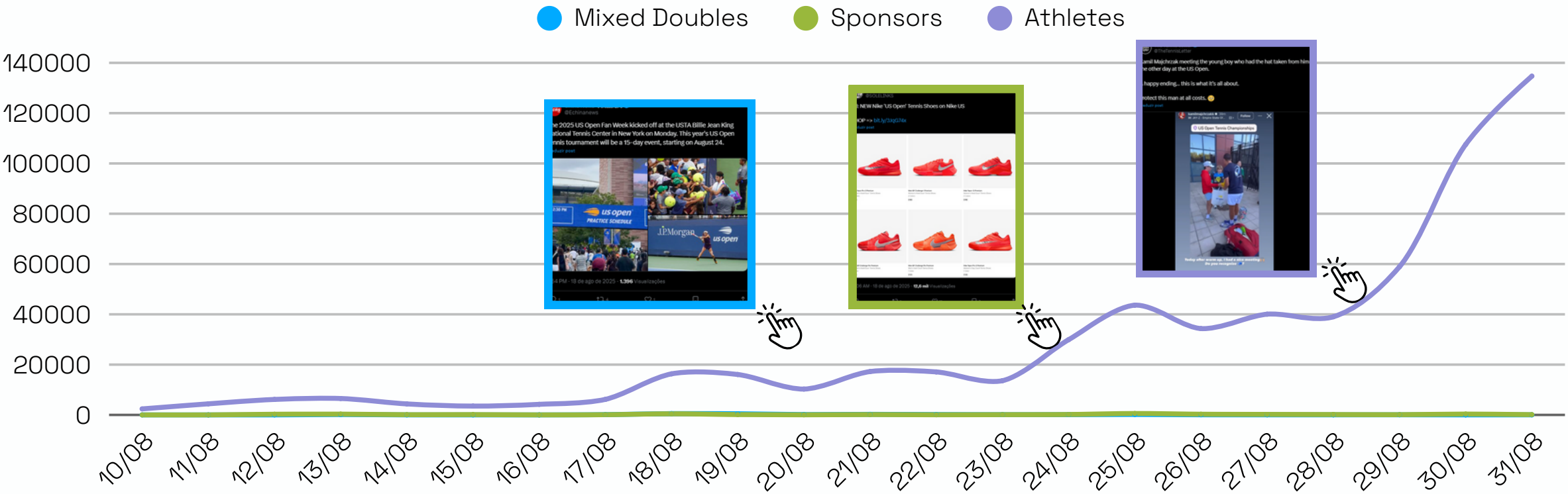
Mixed doubles or mixed pairs is a form of mixed-sex sports that consists of teams of one man and one woman.



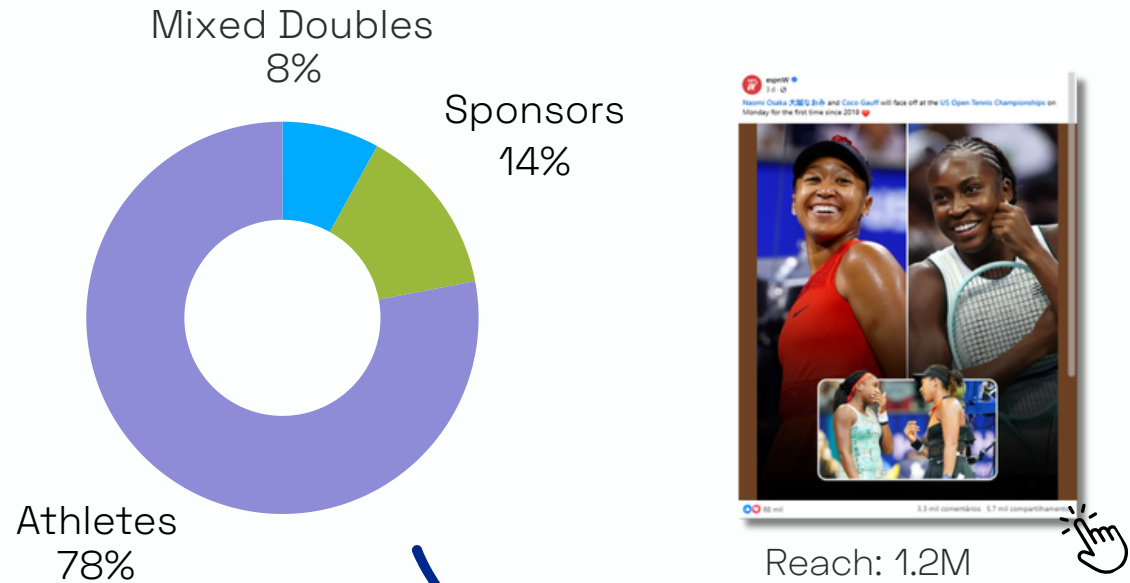
WHAT DO THE DATA REVEAL ABOUT THE PERCEPTION OF THE 2025 US OPEN?

Volume of mentions over time

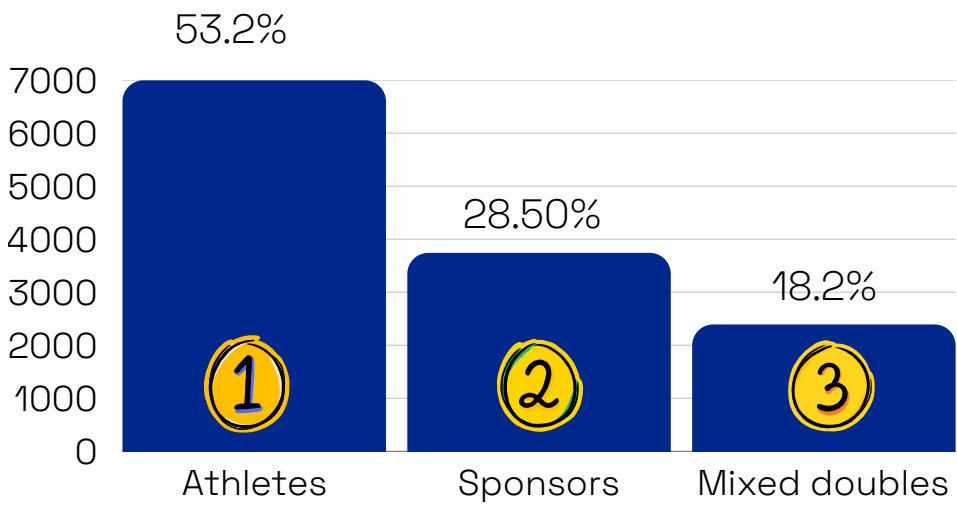
Evolution of mentions in public conversations and highlights of high-reach content



Share of engagement by category



Mention volume



Where Sports Rule and Athletes Influence

The US Open solidified its position as a global showcase for brands, with athletes driving 78% of the total mentions—far surpassing sponsors (14%) and match formats (8%). Conversation peaks occurred at the end of the month, fueled by high-impact content like ESPNW’s post about the long-awaited matchup between Naomi Osaka and Coco Gauff, which reached 1.2 million people. This highlights the emotional and commercial power of athlete-driven narratives, especially those that bridge past and present. Brands such as Ralph Lauren, Chase, Deloitte, and Emirates are leveraging the event to connect with a digitally engaged, high-income audience through style, innovation, and immersive experiences. The exponential rise in mentions confirms the tournament’s role not only as a sports spectacle but also as a strategic platform for brand building and global engagement.



DID YOU KNOW?

💡 The 2025 edition of the US Open was the first with a new format for mixed doubles competition. It was moved to the first week of the tournament, Fan Week, which was the same week as pre-tournament qualifying matches.

US OPEN 2025 HIGHLIGHTS THE POWER AND RISK OF REAL-TIME VISIBILITY

Where sports, reputation, and digital culture collide and scale globally

Tournament, stage, and social barometer

The US Open 2025 reaffirms its position as one of the most influential sports arenas in the world. It also stands out as a space where social and corporate narratives are tested under the spotlight. With over 616,000 mentions and a reach of 1.54 billion, the event shows how individual actions, from athletes to executives, resonate instantly and shape brand and behavioral perceptions.

The power of empathy vs. the cost of arrogance

While gestures like Kamil Majchrzak's were praised and brought emotional positivity to the tournament, the incident involving Drogbruk's CEO taking a child's cap sparked major backlash and reputational damage. This demonstrates how sports events amplify both admiration and outrage. The Brand Health Index dropped to 6.07, showing how sensitive audiences are to behaviors perceived as ethical or inappropriate.

Brands on display: opportunity or liability?

Lacoste's campaign featuring Djokovic, replacing the crocodile logo with a "GOAT," generated high engagement and polarization, illustrating how creative strategies can boost relevance but also provoke controversy. Meanwhile, leading brands such as Ralph Lauren, Emirates and Grey Goose turned the tournament into a premium experience ecosystem. This reinforces that brand presence at high-profile events requires a careful balance between innovation and responsibility.

Athletes as central influencers

With 78% of mentions focused on players, the data confirms that public attention is increasingly centered on human figures. Emotional narratives, such as the symbolic rivalry between Osaka and Gauff, drive digital culture. The spotlight goes beyond the court. Athletes keep the conversation alive and shape the event's cultural resonance.

Conclusion

The US Open 2025 reveals the reality of high-speed communication. Sports tournaments are not just athletic competitions. They are arenas of reputation and culture where every move, whether from an executive, athlete or brand, is captured, interpreted and amplified worldwide. In an increasingly sensitive and real-time digital environment, the true value of presence lies in the ability to create genuine connections and meaningful narratives.



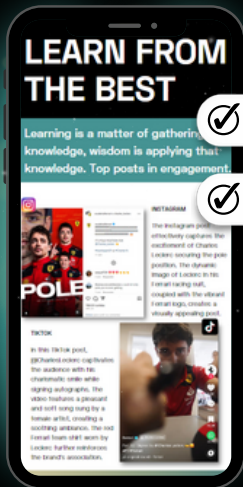
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WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS
WITH INTELLIGENCE POWERED BY AI



Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand
in the social media landscape

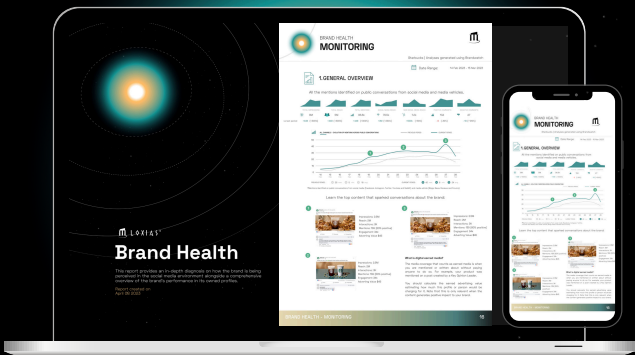
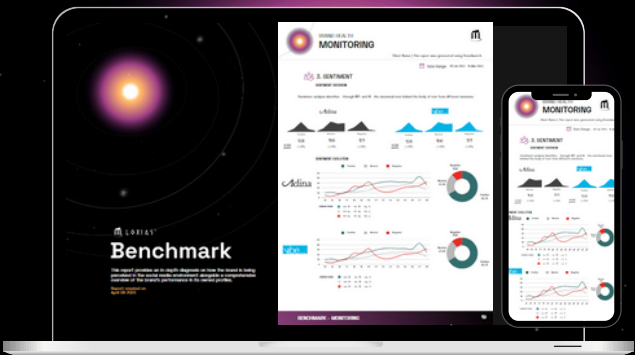
OUR PRODUCTS

Benchmark

Discover brand narratives, compare customer perceptions.

Brand Health

Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management

Receive your
report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts

THANK YOU_

