

Case studies:

Analyse real-world examples of successful digital marketing campaigns.
Extract lessons learned and apply them to your own strategies.

Case study:Nike brand strategy

Nike, founded in 1964, has evolved into a global sportswear and athletic footwear giant. Known for its "Just Do It" slogan, Nike's success is attributed to innovative marketing, athlete endorsements, and cutting-edge product design.

Background:

Nike, officially known as Nike, Inc., was founded on January 25, 1964, by Bill Bowerman and Phil Knight as Blue Ribbon Sports. The company initially operated as a distributor for the Japanese shoemaker Onitsuka Tiger, now ASICS. In 1971, Blue Ribbon Sports rebranded as Nike, taking its name from the Greek goddess of victory.

Throughout the 1970s, Nike became known for its innovative athletic footwear, with the iconic "Waffle" design in 1974 setting the stage for future success. The company's first official shoe, the Nike Cortez, gained popularity in the running community.

Goals:

Nike, as a company, has various goals, including dominating the athletic footwear and apparel market, fostering innovation in sportswear technology, promoting sustainability, and maintaining a strong brand image. Their overarching mission is to bring inspiration and innovation to every athlete in the world, with the belief that everyone is an athlete.

Successful digital marketing campaigns:

Nike's successful digital marketing campaigns often leverage powerful storytelling and cultural relevance. Examples include the "Just Do It" campaign, which not only emphasises athleticism but also addresses social issues, creating a strong emotional connection with consumers. Nike also excels in social media engagement, collaborating with influencers and athletes to amplify their brand message and reach a wider audience. Additionally, innovative use of technology, like AR experiences and personalised content, keeps their campaigns fresh and engaging.