

Nike

Summer 2025 Launch

AICMO

Marketing Intelligence

NIKE

Summer 2025 Launch

Duration: Q2-Q3 2025 (April-September)

Objectives

- Drive 25% awareness lift among Gen Z
- Achieve 15% increase in online sales
- Generate 5M social impressions

Core Campaign Idea

Big Idea: 'Move Your Summer' - Inspiring active lifestyles through authentic athlete stories and community challenges.

Channel Strategy

- **Instagram:** Daily posts + Stories (40% budget)
- **TikTok:** 3x weekly challenges (30% budget)
- **YouTube:** Long-form content (20% budget)
- **Display:** Retargeting (10% budget)

Audience Segments

Primary: Gen Z athletes (18-24), fitness-conscious, values sustainability

Secondary: Millennials (25-34), casual fitness enthusiasts

Key Personas

Active Amy

Role: College athlete
Goals: Performance & style
Challenges: Budget constraints

Runner Rob

Role: Marathon trainer
Goals: Durability
Challenges: Finding quality gear

Creative Direction

Visual Direction: Bold, dynamic imagery featuring real athletes in action. High-energy video content with authentic storytelling.

30-Day Campaign Calendar

Week	Theme
Week 1-2	Launch & Awareness
Week 3-4	Community Building

KPIs & Budget Allocation

Success Metrics:

- Reach: 10M unique users
- Engagement Rate: >5%
- Conversion Rate: >3%
- ROAS: >4:1

Execution Roadmap

1. **Week 1:** Campaign kickoff, influencer partnerships go live
2. **Week 2-4:** Ramp up social content, launch TikTok challenges
3. **Week 5-8:** Optimize based on performance data