

## 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