



Nike #RunWithMe Campaign

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1

Research

Brand Audit

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Brand Audit

1 Global Company

World's most competitive sports and fitness company. Employs over 26,000 people.

2 Brand Personality

Exciting, spirited, cool, innovative, athletic and aggressive.





SWOT

Strength

- ◆ Extensive visibility through brand athletes.
- ◆ Strong research and development team.
- ◆ Manufactures 30% lighter shoes than the competitors.
- ◆ Offers their product world wide.

Weakness

- ◆ Considered to be only for professional athletes.
- ◆ Largely depends on footwear products.
- ◆ Highly Priced.



SWOT

- ◆ Strong competitors:
Adidas, Puma, Reebok,
Under Armour.

Threats

Opportunities

- ◆ Growing global footwear market.
- ◆ Worth mentioning: Market gap in Malaysia.



Target Audience Personas



Eric, 21 years old, crazy about sports events, especially football. As the captain of his college football team, he needs to take intense daily training. Sometimes he felt depressed since the training is extremely exhausting. However, it is still a pleasure that he is able to share love and receive support from his members. He perceives Nike as a good choice for training and playing.



Rachel, 26 years old. She has just started her first new job in a international company. She loves her job and fully commits to this occupation. However, she found that she could hardly spare time for daily exercise, and she realized that a healthy strong body is the key to the success in her career. She thinks it is the time to make the change.




Josh, 22 years old, college student. Although he loves watching sports for its excitement, he is a little bit lazy with not much motivation to work out. Recently, he considered to start working out to lose some weight and keep a healthy lifestyle. Now he needs to seek for a new pair of running shoes to start his change. He regard Nike as a brand that is mostly for professional athletes and cool young people.



Target Audience

Who are we trying to reach?

- 
- A large yellow arrow on the left side of the slide, pointing horizontally to the right.
- ◆ Young people aged from 18 to 30.
 - ◆ They have the need to do exercise or sports training.
 - ◆ They could be both average people or professional athletes.
 - ◆ They love watching sports.
 - ◆ When they think about Nike, the first thing that comes to mind is Nike's footwear.
 - ◆ From their perspectives, Nike is for cool young people.



Platform Audit



	Platform: Instagram
Type	Content Community: many-to-many content sharing.
Audience	Young people (18-35) who are building their social network on the Internet. They use Instagram to share beautiful moments with their friends and even a larger community. Searching for inspiring contents such as beautiful photographs, impressive videos and words, etc. Often use at weekends.
Content	Formats: photos, videos , Instagram stories, comments. Tone: Should not be too professional. More like a friend, or someone who is sharing his/her stories with the audience.
Engagement	Like, comments on pictures, hashtag, share picture with friends, comments on stories, live stream, “swipe up” to know more/shop, etc.
Brand Integration	The platform fits well with what the Nike brand does. It is young and dynamic, which implies that the brand is trendy and exciting, and allows the target audience to engage.



Platform Audit



Platform: Facebook	
Type	Macro networks: many-to-many
Audience	Used by most young and middle aged people in general. Audience interests are highly diverse, but can be filtered by accessing to the audience insights.
Content	Formats: photos, long videos, Facebook stories, texts Tone: Should not be too professional. More like a friend, or someone who is sharing his/her stories with the audience.
Engagement	Like, comments on pictures, hashtag, sharing, following etc.
Brand Integration	The platform fits well with what the Nike brand does. It is young and dynamic, which implies that the brand is trendy and exciting, and allows the target audience to engage. However, as a global company, Nike has not established its official accounts in some area, for example Malaysia.



Platform Audit



Platform: Twitter	
Type	Social Broadcasting: one-to-many
Audience	36% of 18–29 year olds use Twitter. Audience interests are highly diverse, but can be filtered by accessing to the audience insights.
Content	Formats: photos, videos, texts. Tone: Should not be too professional. More like a friend, or someone who is sharing his/her stories with the audience.
Engagement	Like, comments on pictures, hashtag , sharing, following etc.
Brand Integration	Twitter is growing more popular as the top option for . We should use hashtags to get the audience involved.



Platform Audit



How do we use social media in #RunWithMe Campaign?

- ◆ **Facebook:** Form an official Malaysia Nike page on Facebook
- ◆ **Instagram:** Bring up the population of the general student body to be more engaged with Nike's page by posting photos and videos of celebrities featuring their partnerships with Nike products.
- ◆ **Twitter:** Focusing on hashtag #RunWithMe, linking unity, togetherness and lifestyle into its own kind of unique content only to be found in Nike's Twitter. Get consumers be more active on Nike twitter page as well with the Hashtag #RunWithMe.



Benchmarks

Competitors	What are they doing on social media?
Adidas	Shows sophisticated product quality . Collaborating with urban culture. Sponsoring sports events. Endorsed by famous celebrities . Have direct links to a certain product.
Puma	Elegant and colorful fashionable pictures of their cloths and sportswear. Fashion shows. Trying to lead the fashion trend. Endorsed by famous celebrities, most of whom are pop stars.
Reebok	Sophisticated and professional athletes training pics/videos with motivating copywriting.
Under Armour	Pictures and videos that shows how professional athletes take training and plays. Most of them are football/basketball athletes .

2

Objectives

Reach

Engagement

Conversion



Objectives



Reach

Engagement

Conversion

(1) Create an official Nike Facebook account in Malaysia. Get new 25,000 followers by March 1st, 2018.

(2) Increase awareness with Nike plus app.

(3) In conjunction with the upcoming World Cup 2018, we would like to see at least 15,000 hashtags of #RunWithMe on Instagram by June 1st, 2018.

(4) Increase clothes sales by 5% by June 1st, 2018. (E.g National jersey)



3

Strategy

Main Idea

Lifestyle &

Celebrities

Resolution & Spotify



Main Idea



Introduce several
new Nike
“Styles”

To integrate #RunWithMe campaign to a few
Nike events all going back to the same
concept of promoting unity, togetherness,
and the Nike “Lifestyle” .

One month long campaign -
December 1st 2017-January
1st 2018.



Strategy - Lifestyle & Celebrities



1

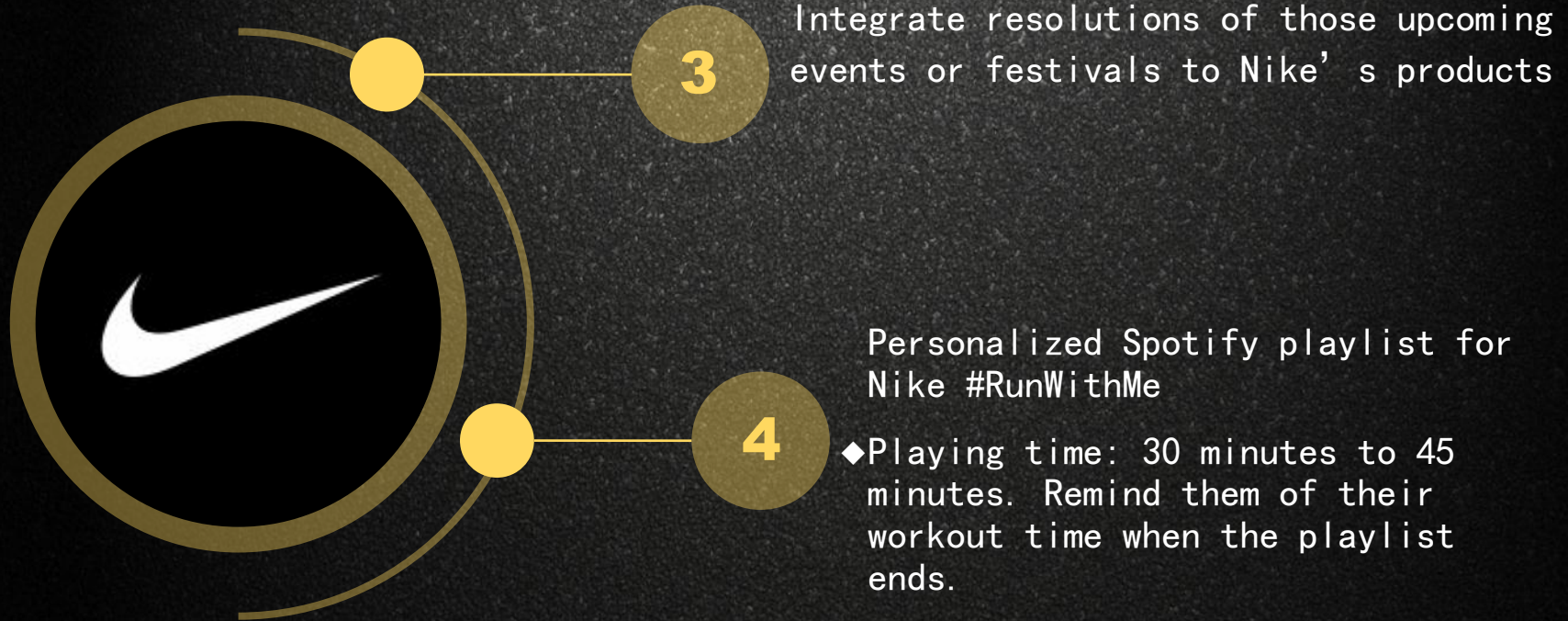
Let Nike customers think for themselves as a “celebrity” rather than just the Nike brand itself when using any Nike products.

2

- ◆ Instilling the lifestyle of celebrity in Nike's customer.
- ◆ Getting them involve in Nike's real life or social media events or competitions together with those celebrities.



Strategy - Resolution & Spotify





4

Tactic

s

Content Calendar

One Week Content



Content Calendar

	Facebook	Instagram	Twitter
Week 1	Introduce the interest of the #RunWithMe concept via a detailed description of text and a short video.	Post photos or videos every 2 days, featuring ambassadors or sponsored athletes together with the hashtag #RunWithMe.	Introduce the new Nike hashtag #RunWithMe.
Week 2	List all events coming up in Week 4 of the #RunWithMe campaign, blending along Christmas and New Year celebrations.	Post motivation photos and videos of athletes who are participating in the #RunWithMe campaign, encouraging public to join them.	Let the public know on all #RunWithMe events for week 4.
Week 3	Countdown and reminder to everyone about Christmas and New Year and #RunWithMe to keep fit.	Post photos and stories of past successful athletes and why they chose Nike. Countdown together as a Nike family for Christmas and New Year.	Tweet about the activities that will be done during week 4 of the #RunWithMe campaign.
Week 4	Live streaming and recordings of all events held throughout the #RunWithMe campaign.	Photos, videos, live streaming of all events held throughout the #RunWithMe campaign.	Daily updates on the events on the #RunWithMe event for this week.

One Week Content – Day 1 (Sunday)

Facebook	Instagram	Twitter
<p>10-11am: Post a live video of Nike executives interviewing Neymar about his experience with his Nike sponsored products. Random draws within three hours on two lucky winners who commented #RunWithMeToWorldCup2018. Winners to be arranged to meet Neymar in person and received free Nike products.</p> <hr/> <p>4pm: Announce the winner with a congratulatory sentence. Encourage others to participate in future Nike events or competition. Ask a question about next official Nike page in an exciting way.</p> <hr/> <p>9pm: Introducing the Nike Malaysia Facebook page worldwide. Post a live video of the introduction of why this platform is launched for Nike Malaysia.</p>	<p>11am: Post photos and a 1 minute video of Nike executives interviewing Neymar about his experience with his Nike sponsored products and Hashtag #RunWithMeToWorldCup2018.</p> <hr/> <p>3pm: Reminder of #RunWithMe campaign and to make the public keeping tab on the next country platform launch for Nike Facebook for that night.</p> <hr/> <p>9pm: Post photos, videos and stories congratulating Nike Malaysia on its official Facebook page. Explain the meaning behind the unity and togetherness of the Nike “Lifestyle” concept to the world.</p>	<p>12pm: Reminder of #RunWithMe campaign.</p> <hr/> <p>9pm: Posting a congratulatory tweet for Nike Malaysia together along with the Nike Malaysia Facebook link. Encourage the public to like.</p>

One Week Content – Day 2 (Monday)

Facebook	Instagram	Twitter
<p>6-7am: Post the new Spotify link to Nike's Personalized #RunWithMe playlist accompanied by working out videos featuring stories of professional athletes with Nike products for student or adults who works out before going to school or office.</p> <hr/>	<p>5.3—6.30am: Targeting teenage and college workout enthusiast, posting exciting/motivational stories or quotes of successful bodybuilder or sportsman who are in partnership with Nike.</p> <hr/>	<p>7am: Tweeting morning greetings in an exciting way by promoting the Nike “lifestyle” trend.</p> <hr/>
<p>4-5pm: Photos of the general public with Nike Products doing the workout, targeting student for this section.</p> <hr/>	<p>12-1pm: As this is the lunch time for most students and working adults, posting multiple photos of those general Nike products while advertising the #RunWithMe campaign integrated with the Nike “Lifestyle”.</p> <hr/>	<p>2-3pm: Linking togetherness, remind the public of the trending Hashtag #RunWithMe.</p> <hr/>
<p>8-9pm: Post motivational workout text accompanied by working out videos featuring professional athletes with Nike products for student or adults who works out after class or office hours.</p>	<p>10-11pm: As it's a Monday night, posting something that is more engaging like asking questions featuring a newly launched Nike product or customer's feedback on Nike's “Lifestyle”.</p>	<p>9-10pm: Promote Nike Malaysia by featuring a Malaysian soccer team, Johor Darul Ta'zim F.C. which is sponsored by Nike.</p>

One Week Content – Day 3 (Tuesday)

Facebook	Instagram	Twitter
<p>6am: Workout stories with featuring Nike products and Nike's Personalized #RunWithMe Spotify playlist.</p> <p>7.30am: Bring back the topic of Nike Malaysia, reminding the public to those who haven't like the page to give support. This time featuring the Nike sponsored Malaysian soccer team, Johor Darul Ta'zim F.C.</p> <hr/>	<p>8am: Throwback to Sundays Nike Malaysia Facebook page launch with photos of Malaysian athletes with Nike products.</p> <hr/>	<p>7am: Tweeting morning greetings in an exciting way by promoting the Nike "lifestyle" trend.</p> <hr/>
<p>4pm: Long videos of the general public with Nike Products doing the workout, targeting student for this section.</p> <hr/>	<p>2pm: Reminder of #RunWithMe campaign, tagging along every country who are participating.</p> <hr/>	<p>3pm: Integrate the New Year with Nike's #RunWithMe campaign for new and more successes by the Hashtag #RunWithMeForNewAndMoreSuccess .</p> <hr/>
<p>9pm: Post motivational workout text accompanied by working out videos featuring professional athletes with Nike products for student or adults who works out after class or office hours.</p>	<p>9.30pm: Let the public know that the Nike "Lifestyle" can be lived by everyone, regardless of their fame status, posting photos of average athletes to #RunWithMe to work towards their goal.</p>	

One Week Content – Day 4 (Wednesday)

Facebook	Instagram	Twitter
<p>6am: Post the Spotify link to Nike's Personalized #RunWithMe playlist accompanied by working out videos featuring stories of professional athletes with Nike products for student or adults who works out before going to school or office.</p> <hr/> <p>3pm: As this is the lunch time for most students and working adults, posting multiple photos of those general Nike products while advertising the #RunWithMe campaign integrated with the Nike "Lifestyle".</p> <hr/> <p>9pm: Reminding the public to Like and Follow the Official Nike Malaysia Facebook page.</p>	<p>7.30am: Post photos and videos of true life stories of how to be a successful bodybuilder or sports person. Tag all sponsored Nike ambassadors in the post.</p> <hr/> <p>2pm: Long videos of the general public with Nike Products doing the workout, targeting student for this section.</p> <hr/> <p>10pm: Post engaging contents like asking questions featuring a newly launched Nike product or customer's feedback on Nike's "Lifestyle" or the experience of being in the shoes of celebrity.</p>	<p>7am: Midweek morning greetings! #RunWithMe before 2017 ends!</p> <hr/> <p>2.30pm: Reminder of the #RunWithMe campaign. Let the public know that they can look professional like their idols and celebrities with any Nike product.</p> <hr/>

One Week Content – Day 5 (Thursday)

Facebook	Instagram	Twitter
<p>7am: As it's the second half of the week, post photos of sponsored Athletes working out, ask customers what are their workout plans for the weekend. Drop a hint that a Nike's Workout plan will be coming out really soon in a few days.</p> <hr/>		<p>8am: Tweeting morning greetings in an exciting way by promoting the Nike "lifestyle" trend.</p> <hr/>
	<p>4pm: Post multiple photos of those general Nike products while advertising the #RunWithMe campaign integrated with the Nike "Lifestyle".</p> <hr/>	
<p>8pm: Post motivational workout text accompanied by working out videos featuring professional athletes with Nike products for student or adults who works out after class or office hours.</p>	<p>9pm: Post photos of sponsored Athletes working out, ask customers what are their workout plans for the weekend. Drop a hint that a Nike's Workout plan will be coming out really soon in a few days.</p>	<p>9pm: Promote Nike Malaysia again by featuring the same Malaysian soccer team, Johor Darul Ta'zim F.C.</p>

One Week Content – Day 6 (Friday)

Facebook	Instagram	Twitter
<p>8am: Let the public know that they should feel comfortable with their own body along with any Nike products, and that Nike products are not for just professional athletes or superstars. Post videos of Nike employees interviewing the general public about how they feel about being part of the Nike “Lifestyle” family and how they feel confident about themselves by wearing Nike’s apparel.</p> <hr/> <p>1.30pm: Post exciting content like how ambassadors are enjoying their time doing workout with Nike products and the Nike’s personalized Spotify playlist.</p> <hr/> <p>8pm: Reminder for tomorrow’s Nike Workout plan launch at 2pm. Ask the public to stay tuned.</p>	<p>10am: Post multiple photos of those general Nike products while advertising the #RunWithMe campaign integrated with the Nike “Lifestyle”. Also, Let the public know that they should feel comfortable with their own body along with any Nike products, and that Nike products are not for just professional athletes or superstars.</p> <hr/> <p>12pm: Post videos and stories about Nike “Lifestyle” family and how Nike users feel confident about themselves by wearing Nike’s apparel for working out.</p> <hr/> <p>10pm: Reminder for tomorrow’s Nike Workout plan launch at 2pm. Ask the public to #RunWithMe, so stay tuned.</p>	<p>9am: #RunWithMe to get an experience of the Nike’s “Lifestyle”.</p> <hr/> <p>9pm: Reminder for tomorrow’s Nike’s Workout plan launch. Ask the public to #RunWithMe, so stay tuned as links to live stream will be posted.</p>

One Week Content – Day 7 (Saturday)

Facebook	Instagram	Twitter
<p>10am: Reminder about the Nike's ambassador debate for this afternoon at 2pm. It will be about their working out plan, letting the public know that each and everyone should have their personalized workout plan according to their body size, and Nike has all available products needed to put on to satisfy their needs.</p> <p>-----</p> <p>2pm: Live streaming of the debate and discussions among sponsored Nike athletes and celebrities.</p> <p>-----</p> <p>10pm: Repost the recorded video of this afternoon's debate and ask the public what are their thoughts about it, welcoming them to join the new Nike workout plan if they haven't already done so.</p>	<p>11am: Post live videos of Nike's ambassadors reminding the public to tune in at 2pm to watch the live debate and discussions on Nike's Workout plan and let the public know that Nike has all available apparel needed to put on to satisfy their needs.</p> <p>-----</p> <p>2pm: Live streaming of the debate and discussions among sponsored Nike athletes and celebrities.</p> <p>-----</p> <p>9pm: Throwback some photos of this afternoon's debate and ask the public what are their thoughts about it, welcoming them to join the Nike workout plan if they haven't already done so.</p>	<p>9am: Weekend Greetings! Reminder for this afternoon's working out debate by Nike's ambassadors. Introduce the meaning behind #RunWithMeWithNike'sWorkOutPlan .</p> <p>-----</p> <p>2pm: Post links to Nike's Facebook and Instagram page for the public to watch it live. Hashtag #RunWithMeWithNike'sWorkOutPlan.</p> <p>-----</p> <p>10pm: Hashtag #RunWithMe reminding the public that more events like this will be coming in the near future. Encourage the public to join the Nike's "Lifestyle" and workout plan.</p>

Thanks for Listening!