

NIKE

#RunWithMe Campaign

Brendan Chua

Yilin Huang

Part I - Research

A. Brand Audit

(1) Client: Nike

- ❑ World's most competitive sports and fitness company. This means our general goal of the campaign is not only to increase brand awareness, but most importantly, to establish a good brand image and create a trend in social media.
- ❑ History: Begin in 1964 as Blue Ribbon Sports. Renamed Nike in 1978, after the Greek goddess of victory. Nike employs over 26,000 people.
- ❑ Brand personality: Exciting, spirited, cool, innovative, athletic and aggressive.
- ❑ Emotional Benefits: Feeling stylish, athletic, healthy and trendy.

(2) SWOT:

❑ Strengths:

- ❑ Extensive visibility through brand athletes.
- ❑ Strong research and development team.
- ❑ No.1 sports brand in the world.
- ❑ Manufactures 30% lighter shoes than the competitors.
- ❑ Offers their product world wide.

❑ Weakness:

- ❑ Largely depends on footwear products. The organization does have a diversified range of sports products. However, the income of the

business is still heavily dependent upon its share of the footwear market. This may leave it vulnerable if for any reason its market share erodes.

- ❑ Considered to be only for professional athletes.
- ❑ Highly priced.

❑ Opportunities:

- ❑ Growing global footwear market. Recently, there has been tremendous growth in the total revenue generated from footwear. Owing to the company's strong brand portfolio, they are in a good position to take advantage of the growing need for footwear. It is worth mentioning that without an official account in Malaysia, there is a huge market gap in that area, which could be turned into a huge opportunity.
- ❑ Growing online retail channel. With the development of technology, there has been a preference for customers to shop online recently. Using social media to promote Nike products or establish a good brand image could be a smart choice.

❑ Threats:

- ❑ The market for sports shoes and garments is very competitive. Nike is involved in one of the most competitive businesses in the United States as well as in the world. With a lot of strong competitors such as Adidas, PUMA, Reebok and Under Armour, Nike has a lot to do to maintain their position as the leader in the market.

B. Target Audience

(1) Personas



Josh, 21 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 regards Nike as a brand that is mostly for professional athletes and cool young people.



Rachel, 26 years old. She has just started her first new job in an 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 success in a career. She thinks it is the

time to make the change.



Eric, 23 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.

(2) Who are we trying to reach:

- ☐ Young people aged from 18 to 30.
- ☐ They have the need to exercise or attend 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 their mind is Nike's

footwear.

- ☐ From their perspectives, Nike is for cool young people.

C. Platform Audit

(1) Instagram

	Platform: Instagram
Type	Content Community: many-to-many content sharing.
Audience	◆ Young people (18-35) who are building their social

	<p>network on the Internet.</p> <ul style="list-style-type: none"> ◆ 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 used during weekends.
Content	<ul style="list-style-type: none"> ◆ 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 pictures 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.

(2) Facebook

	Platform: Facebook
Type	Macro networks: many-to-many
Audience	<ul style="list-style-type: none"> ◆ 82 percent of 18 to 29-year-olds online use Facebook. 79 percent of 30 to 49-year-olds online use Facebook. The largest demographic on Facebook is those aged 25 to 34.

	<ul style="list-style-type: none"> ◆ Audience interests are highly diverse, but can be filtered by accessing the audience insights.
Content	<ul style="list-style-type: none"> ◆ 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	<p>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.</p> <p>However, as a global company, Nike has not established its official accounts in some areas, for example Malaysia.</p>

(3) Twitter

	Platform: Twitter
Type	Social Broadcasting: one-to-many
Audience	<ul style="list-style-type: none"> ◆ 36% of 18–29 year olds use Twitter. ◆ Audience interests are highly diverse, but can be filtered by accessing the audience insights.
Content	<ul style="list-style-type: none"> ◆ 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	<ul style="list-style-type: none"> ◆ Twitter is growing more popular as the top option for social customer service. ◆ We should use hashtags to get the audience involved.
-------------------	--

D. Benchmarks

Competitors	Active Platform	What are they doing?
Adidas	Instagram, Facebook, Twitter.	<ul style="list-style-type: none"> ◆ Showing sophisticated product quality. ◆ Collaborating with urban culture. ◆ Sponsoring sports events. ◆ Endorsed by famous celebrities. ◆ Have direct links to a certain product.
Puma		<ul style="list-style-type: none"> ◆ Elegant and colorful fashionable pictures of their clothes and sportswear. ◆ Fashion shows. Trying to lead the fashion trend. ◆ Endorsed by famous celebrities, most of whom are pop stars.
Reebok		<ul style="list-style-type: none"> ◆ Sophisticated and professional athletes training pics/videos with

		motivating copywriting.
Under Armour		<p>◆ Pictures and videos that show how professional athletes take training and plays. Most of them are football/basketball athletes.</p>

Part II - Objectives

A. Reach

- (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.

B. Engagement

- (1) Get users to use hashtag #runwithme on Instagram. 15k times hashtags on Instagram by June 1st, 2018.

C. Conversion

(1) Make consumers think that Nike is more than just shoes, and Nike is not exclusively for professional athletes. Increase clothes sales by 5% by June 1st, 2018. (E.g National jersey)

Part III - Strategy

Our main strategy here is to let Nike customer's think for themselves as a 'celebrity' rather than just the Nike brand itself when using any Nike products. This can be done by instilling the lifestyle of celebrities in Nike's customers by getting them involved in Nike's real life or social media events or competitions together with those celebrities. Our main form of social media here will be Instagram and Facebook for worldwide Nike audiences, but as most countries in Asia do not have a high usage of Twitter, we will have a separate target for the Asia region for Nike's Twitter. More specifically, we will look into Nike Malaysia as our goal is to form an official Malaysia Nike page on Facebook and get them be more active on Nike twitter page as well with the Hashtag #RunWithMe.

We are planning to have this campaign for the fast approaching Christmas and New Year. Our strategy of doing it will be integrating resolutions of those upcoming events or festivals to Nike's products. We will also create a personalized Spotify playlist for Nike

#RunWithMe for our customers. It will be about 30 or 45 minutes in length. This will remind them of their workout time when the playlist ends.

Facebook will be our primary social media to focus on because it is used by mostly young and middle age people in general. For Instagram, we intend to bring up the population of the general population of the students to be more engaged with Nike's page by posting photos and videos of celebrities featuring their partnerships with Nike products. As for Twitter, our main focus will be hashtag #RunWithMe, linking unity, togetherness and lifestyle into its own kind of unique content only to be found on Nike's Twitter.

Part IV - Tactics

A. Content Calendar

For the content calendar, we will be introducing several new Nike "styles" in the process. The main idea here is to integrate the #RunWithMe campaign to a few Nike events all going back to the same concept of promoting unity, togetherness and the Nike "Lifestyle". It will be a one month long campaign from December 1st 2017 to January 1st 2018.

	Facebook	Instagram	Twitter
Week 1	Introduce the	Post photos or	Introduce the new

	interest of the #RunWithMe concept via a detailed description of text and a short video.	videos every 2 days, featuring ambassadors or sponsored athletes together with the hashtag #RunWithMe.	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 the 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	Photos, videos, live streaming of all	Daily updates on the events on the

	events held throughout the #RunWithMe campaign.	events held throughout the #RunWithMe campaign.	#RunWithMe event for this week.
--	---	---	---------------------------------

B. One Week Content

	Facebook	Instagram	Twitter
Sunday	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 #RunWithMeToWorldCu2018. Winners to be arranged to meet Neymar in person and received	11am: Post photos and a 1 minute video of Nike executives interviewing Neymar about his experience with his Nike sponsored products and Hashtag #RunWithMeToWorldCup2018.	12pm: Reminder of #RunWithMe campaign.

	<p>free Nike products.</p> <p>-----</p> <p>4pm: Announce the winner with a congratulatory sentence. Encourage others to participate in future Nike events or competition. Ask a question about the next official Nike page in an exciting way.</p> <p>-----</p> <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>-----</p> <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> <p>-----</p> <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>-----</p> <p>9pm: Posting a congratulatory tweet for Nike Malaysia together along with the Nike Malaysia Facebook link. Encourage the public to like.</p>
Monday	<p>6-7am: Post the new Spotify link to Nike’s Personalized #RunWithMe</p>	<p>5.3—6.30am: Targeting teenage and college workout</p>	<p>7am: Tweeting morning greetings in an exciting way by</p>

	<p>playlist accompanied by working out videos featuring stories of professional athletes with Nike products for students or adults who work out before going to school or office.</p> <p>-----</p> <p>4-5pm: Photos of the general public with Nike Products doing the workout, targeting students for this section.</p> <p>-----</p> <p>8-9pm: Post motivational workout text accompanied by working out videos featuring professional</p>	<p>enthusiasts, posting exciting/motivational stories or quotes of successful bodybuilders or sportsmen who are in partnership with Nike.</p> <p>-----</p> <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> <p>-----</p> <p>10-11pm: As it's a Monday night, posting something that is more engaging like asking</p>	<p>promoting the Nike "lifestyle" trend.</p> <p>-----</p> <p>2-3pm: Linking togetherness, remind the public of the trending Hashtag #RunWithMe</p> <p>-----</p> <p>9-10pm: Promote Nike Malaysia by featuring a Malaysian soccer team, Johor</p>
--	---	---	--

	<p>athletes with Nike products for students or adults who works out after class or office hours.</p>	<p>questions featuring a newly launched Nike product or customer's feedback on Nike's "Lifestyle".</p>	<p>Darul Ta'zim F.C. which is sponsored by Nike.</p>
Tuesday	<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> <p>-----</p> <p>4pm: Long videos of the general public with Nike Products doing the workout, targeting</p>	<p>8am: Throwback to Sundays Nike Malaysia Facebook page launch with photos of Malaysian athletes with Nike products.</p> <p>-----</p> <p>2pm: Reminder of #RunWithMe campaign, tagging along every country who is</p>	<p>7am: Tweeting morning greetings in an exciting way by promoting the Nike "lifestyle" trend.</p> <p>-----</p> <p>3pm: Integrate the New Year with Nike's #RunWithMe campaign for new</p>

	<p>students for this section.</p> <p>-----</p> <p>9pm: Post motivational workout text accompanied by working out videos featuring professional athletes with Nike products for students or adults who works out after class or office hours.</p>	<p>participating.</p> <p>-----</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>	<p>and more successes by the Hashtag #RunWithMeForNew AndMoreSuccess.</p> <p>-----</p>
Wednesday	<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 students or adults who work out before going to school or</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>	<p>7am: Midweek morning greetings! #RunWithMe before 2017 ends!</p>

	<p>office.</p> <p>-----</p> <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> <p>-----</p> <p>9pm: Reminding the public to Like and Follow the Official Nike Malaysia Facebook page.</p>	<p>-----</p> <p>2pm: Long videos of the general public with Nike Products doing the workout, targeting students for this section.</p> <p>-----</p> <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>-----</p> <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> <p>-----</p>
--	---	---	--

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

	products for students or adults who works out after class or office hours.	weekend are. Drop a hint that a Nike's Workout plan will be coming out really soon in a few days.	Ta'zim F.C.
Friday	<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> <p>-----</p> <p>1.30pm: Post exciting content like how</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> <p>-----</p> <p>12pm: Post videos and stories about Nike</p>	<p>9am: #RunWithMe to get an experience of Nike's "Lifestyle".</p> <p>-----</p>

	<p>ambassadors are enjoying their time doing workout with Nike products and Nike's personalized Spotify playlist.</p> <p>-----</p> <p>8pm: Reminder for tomorrow's Nike Workout plan launch at 2pm. Ask the public to stay tuned.</p>	<p>"Lifestyle" family and how Nike users feel confident about themselves by wearing Nike's apparel for working out.</p> <p>-----</p> <p>10pm: Reminder for tomorrow's Nike Workout plan launch at 2pm. Ask the public to #RunWithMe, so stay tuned.</p>	<p>-----</p> <p>9pm: Reminder for tomorrow's Nike's Workout plan launch. Ask the public to #RunWithMe, so stay tuned as links to the live stream will be posted.</p>
Saturday	<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</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</p>	<p>9am: Weekend Greetings! Reminder for this afternoon's working out debate by Nike's ambassadors. Introduce the meaning behind</p>

	<p>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>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>#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 Nike's "Lifestyle" and</p>
--	--	--	---

			workout plan.
--	--	--	---------------