



Fashion

*Beyonca Ademulegun, Erin Eversen,
Colby Chandler, Summer Li*



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01.

Intro

The Sporting Goods Giant

Nike

Nike is a leading global company in the athletic footwear and apparel industry, known for its innovation, performance-focused products, and strong branding. Founded in 1964, it has grown into **one of the most recognized names in sports**, offering a wide range of footwear, apparel, and equipment for athletes and casual consumers. **The athletic footwear and apparel industry is highly competitive**, with major players like Adidas, Under Armour, and Puma. It is driven by trends in fitness, fashion, technology, and sustainability, with companies constantly innovating to meet consumer demand for **performance, comfort, and style.**

RUN FROM ORDINARY



FASTER.

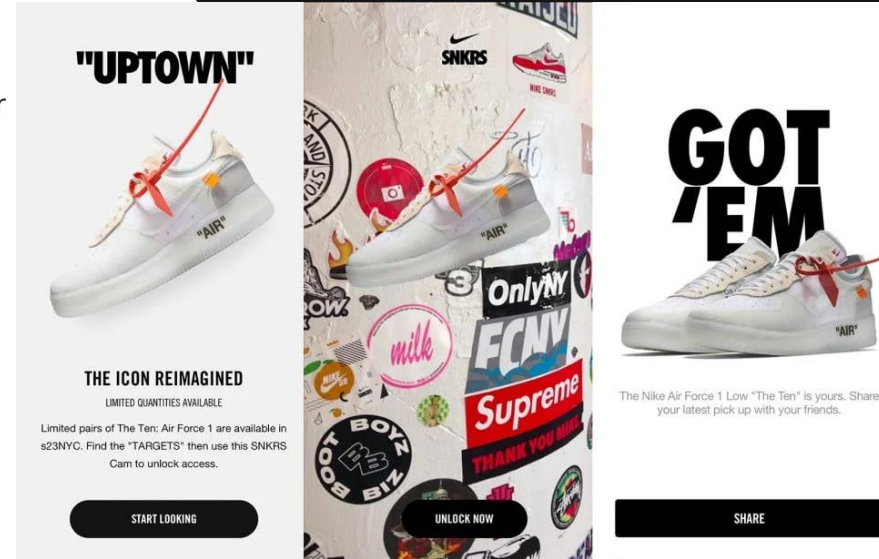
Market Share & Growth

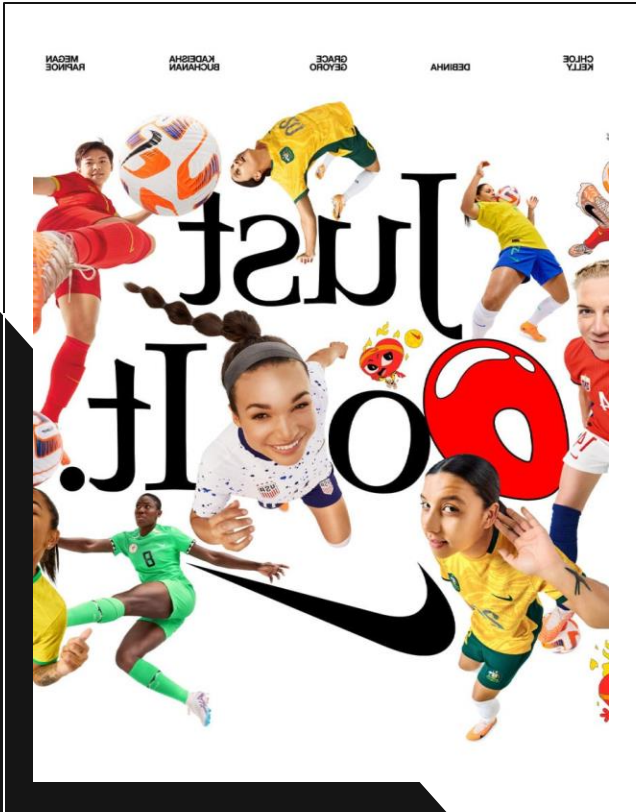
Market Share

- Operates within a vast and competitive global market.
- As of 2023, Nike's market size is valued at over \$190 billion
- Generates more than \$50 billion in annual revenue, with footwear contributing to more than 60% of that figure
- Primary product lines include sports footwear, apparel, and equipment, catering to a variety of sports such as running, basketball, soccer, and training

Growth

- Consistently experienced steady growth, driven by its ability to innovate and adapt to changing market dynamics
- Focus on direct-to-consumer (DTC) sales has helped capture higher margins and develop closer relationships with consumers
- Digital sales have also skyrocketed, especially during and after the COVID-19 pandemic
- Strong branding, diverse product lines, and global reach allow Nike to maintain significant market share in both developed and emerging markets.





Important Values

Nike emphasizes **innovation, performance, and sustainability** as its core values. The company continually invests in new technologies such as Flyknit, Nike React foam, and self-lacing shoes. Nike has also been a **pioneer in sustainability**, introducing the "Move to Zero" initiative, which aims for zero carbon and zero waste production. In addition to performance and sustainability, **inclusivity and diversity** are key pillars in its marketing and branding strategies, which are reflected in campaigns that celebrate athletes from various backgrounds and experiences.

Changes in Overall Market Trends

Athleisure

The blurring lines between athletic wear and casual fashion have led to a surge in demand for products that are both functional and stylish. Nike has capitalized on this trend by offering versatile apparel and footwear that cater to both athletes and everyday consumers.

Sustainability

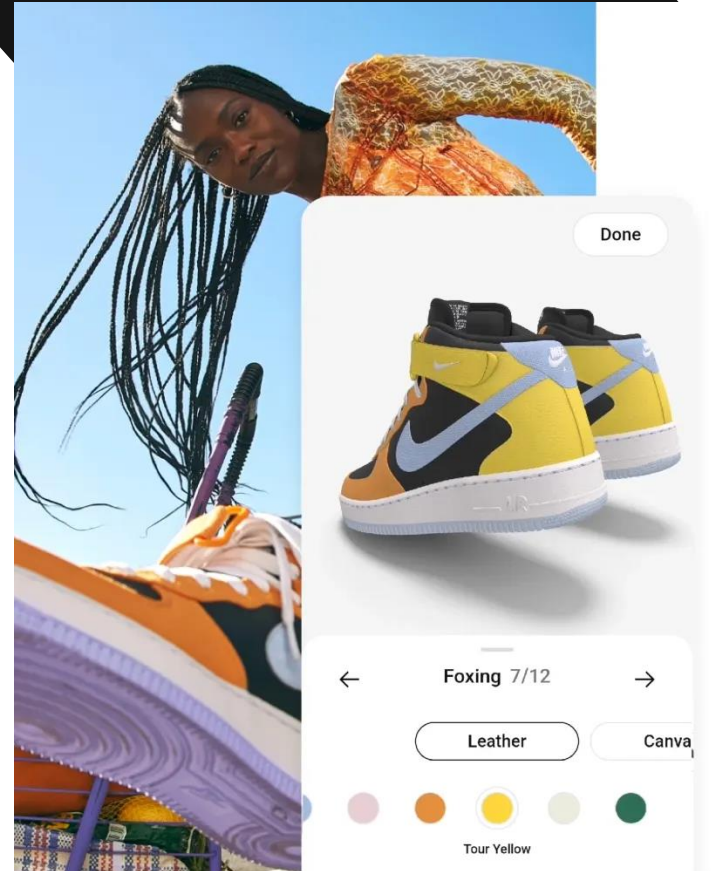
Consumers are increasingly prioritizing eco-friendly products, prompting Nike to integrate more sustainable materials into its production. Nike's "Grind" program, which repurposes manufacturing waste and used shoes, and the use of recycled polyester are examples of this shift.

Digital Innovation

The market has shifted heavily toward e-commerce and digital engagement. Nike's digital platforms, including its Nike app and SNKRS app, have become major drivers of sales and consumer interaction, helping the company stay ahead of the competition.

Customization & Personalization

Consumer demand for unique, personalized products has pushed Nike to offer customization options through its "Nike By You" platform, allowing customers to design their own shoes and apparel.



02.

Brand Analysis

A Leader





Nike is a leader

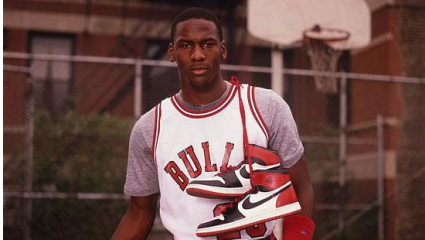
Well known for

- Nike swoosh
- Quality of materials
- Being stylish
- Improving athletic performance

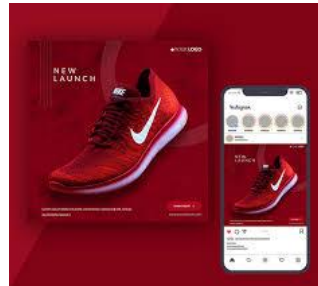
Price range : \$20 – over \$300

Nikes Promotions

Athlete
sponsorships



Social media



Sporting Events



Distribution

Retail



E-commerce



International

58% of Sales in 2024
are Non-U.S.

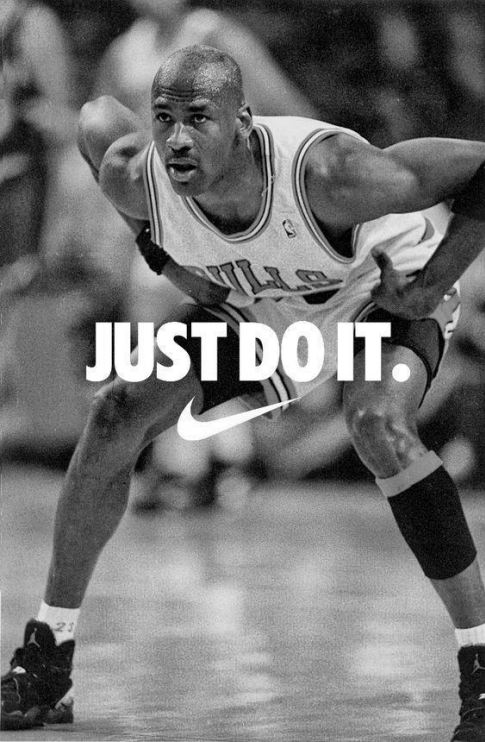




03.

Campaign Analysis

Just Do It



Nike Just do it.



Value and Messages

Simple and Attractive

Clear and Simple Message: The slogan “Just Do It” is short, memorable and universally understandable. It resonates across cultures and languages, making it accessible to audiences around the world.

Widespread Used

This quote isn't limited to just athletes or sports. It inspires everyone to take action, whether you're a runner, a bodybuilder, or someone who just wants to overcome a personal challenge. This extends Nike's appeal from professional athletes to everyday people.



Value and Messages

Becoming Part of Pop Culture

“Just Do It” has become woven into everyday language and culture, no longer just a campaign from Nike. People use it as a regular phrase outside of sports or Nike. Other campaigns are often remembered for a specific industry or time frame, but “Just Do It” has become part of the global consciousness.

Endurance

Unlike many campaigns that become outdated, “Just Do It” has remained relevant for more than 30 years. Its core message – overcome doubt and take action – never gets old, so it remains effective.





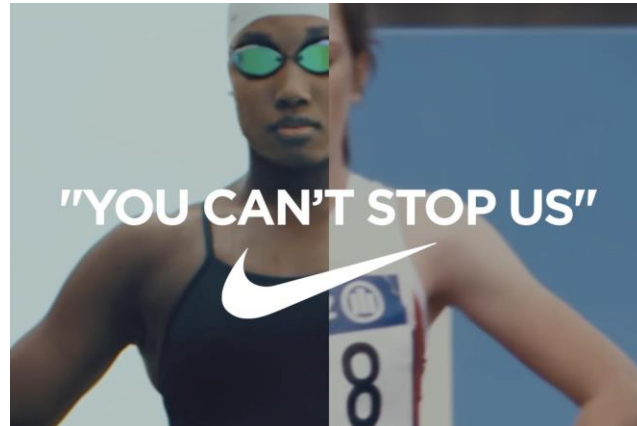
"Find Your Greatness" (2012)



"Dream Crazy" (2018)



"Equality" (2017)



"You Can't Stop Us" (2020)

**Just Do It is more
universal and
nonpolitical**



Conclusion

Key Takeaways

04.

Key Takeaways

The power of storytelling

- Effectively uses storytelling to connect with consumers on an emotional level.
- By showcasing inspiring athletes and everyday individuals overcoming challenges, Nike creates narratives that resonate with audiences.

The importance of authenticity

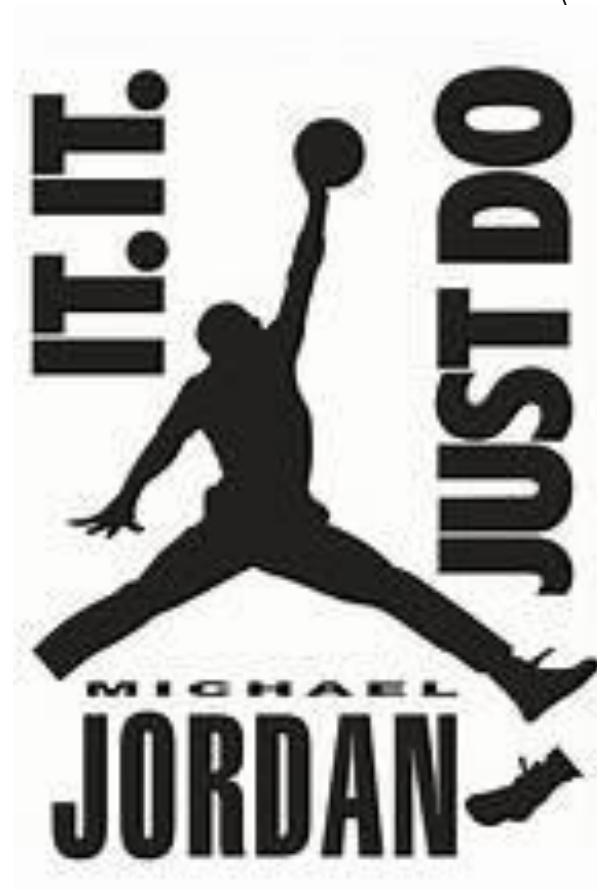
- The campaign emphasizes authenticity by featuring real people and real stories.
- This approach builds trust and loyalty with consumers.

The role of visual imagery

- Nike's iconic visuals, such as the silhouette of Michael Jordan dunking, are instantly recognizable

The power of a simple message

- The "Just Do It" slogan is concise, memorable, and universally applicable.
- It encourages individuals to take action and pursue their goals.





Success Factors

- **Strong brand identity:** Nike has a well-established brand identity associated with performance, innovation, and inspiration.
- **Targeted marketing:** The campaign effectively targets specific demographics and segments of the market.
- **Effective use of social media:** Nike leverages social media platforms to engage with consumers, create buzz, and share inspiring content.
- **Celebrity endorsements:** Collaborations with high-profile athletes have helped to elevate the brand and reach a wider audience.



Worst Campaign Candidates

Nike's involvement in the Colin Kaepernick controversy:

- While the campaign initially received support for its stance on social justice, it also faced criticism and boycotts.
- Analyzing this campaign could explore the challenges of balancing social responsibility with commercial interests.

2019 limited-edition sneaker

- In 2019, Nike released a limited-edition sneaker featuring the Betsy Ross flag, which includes 13 stars representing the original colonies and a symbol of American independence
- However, the campaign was quickly met with backlash due to the flag's association with slavery and racism.



Thank You!