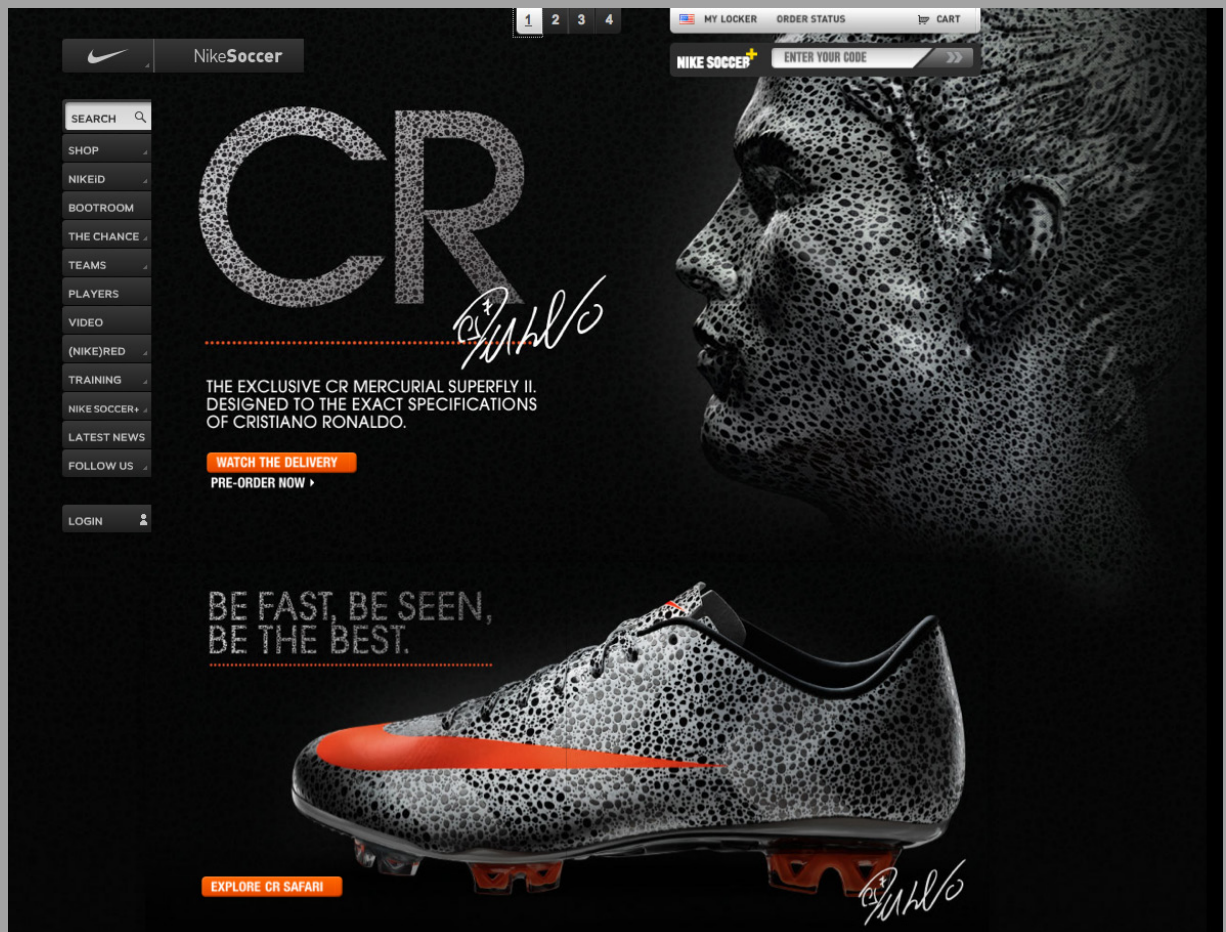


Microsite Analysis: Nike Football

1. WHAT ARE THE MICROSITE'S GOALS AND ITS STRATEGY FOR REACHING THEM?

The Nike Football microsite has quite a simple goal, to make their products look the most appealing for consumers, and consumers in this case are athletes. It's a lot more specific because the main focus is on the footwear solely, and no efforts are made to promote clubs for the fans, but only famous players as well as linking their playing styles with a certain shoe to make the consumer want to make the same relation as well, in return wanting to purchase that certain model. Just like any other brand, Nike does this by selling themselves to be the best in that particular category, whether it is speed, control, touch, etc. This is also done by, as stated earlier, taking athletes which they sponsor and making them appear almost like a god. Potential customers are kids who want to be at that level someday, which makes it even more appealing to them.



JORDAN YEE | WNM515 | AAU FALL 2010

2. IDENTIFY THE TARGET AUDIENCE, THE KEY MESSAGES, & VISUAL EXPLORATIONS.

I should've read this question before answering the first one, but their target audience is mainly young aspiring athletes who simply want to be the best at football. Nike keeps their key messages simple and concise. They pretty much establish that the athletes that they sponsor are the best, fastest, and have amazing control and if you purchase their footwear then the consumer will experience this same effect as well. They also use abstraction to make their athletes seem super-human at times, a good example is the new Safari Superfly which they released, taking one of the most renown footballers in the world, Cristiano Ronaldo, and depicting him as a panther or some sort of predator cat to represent being the fastest.



3. DO YOU THINK THE SITE MEETS ITS GOALS? WHY OR WHY NOT?

It's quite obvious that Nike has easily achieved its goals. They are considered the most successful and popular sports brand on the planet, and their name and image just symbolizes being the best. The microsite comes across as dynamic and bold, just like many of the things Nike stands for. Also, the proof they have of achieving their goals is in the content which was put on their microsite. They are able to grab the most popular athletes in the entire game and showcase them wearing their products. There is no better endorsement than that.

