Problem 1

The key points Nike needs to know about their target audience includes their demographics, political beliefs, video consumption habits.

The demographics are important because this will be how Nike marketing will target the video content. For instance, a target audience located in urban locations may necessitate purchasing ad space in New York’s times square or similar locations. Further, certain demographics may help marketers change budget between different social media sites. A younger audience will be more active on Tik Tok and Instagram where an older population is on Facebook.

The ad campaign by Nike is on a controversial subject, so the marketers must be sure their stance will resonate with the beliefs of their target audience. It is imperative to understand the target audience’s political beliefs because a misinformed decision could cost the company millions of dollars in stock and product sales.

Video consumption habits are an important aspect for the marketer’s choice on where to display the ad. There exist many options to display a video ad including linear TV, streaming sites, YouTube, social media, amongst others. It is important to know where the target consumer consumes their video content so the marketing team can choose an optimal location(s) for the ad to be placed.

Problem 2

Timely/relevant content is important for a campaign’s success because this is what will drive the viewer’s interest in the campaign. Colin Kaepernick’s decision to kneel during the national anthem was incredibly decisive. It was talked about on every social media, television, and radio platform causing a mass number of engagements and views. By coupling with the issue Nike embedded itself in the discussion and was talked about along with Colin Kaepernick. In the end, the decision appealed to Nike’s target customer and drove a rise in stock price, PR, and product sales.

Customer appeal research is important before releasing the ad campaign. The issue was decisive so it was important for Nike to know that their stance would appeal to their target consumer. It would not be smart to release an ad campaign that was going against the beliefs of the target consumer. This action would drive the target consumer away from the brand and would cause a lasting impact on the brand’s perception.

Social media engagement was important in this ad campaign because the target consumer is largely on social media. Engaging on social media is equivalent to engaging with the target consumer. Engaging will reinforce the message that Nike compares about this issue and wants to spread the message. Assuming the message resonates with the target consumer it is likely they will retweet or otherwise share the message through their personal accounts.

Problem 3

Other marketing channels could include streaming platforms (e.g., Youtube TV, Paramount +, HBO Max, etc.) or other more unique opportunities that are dependent on the target audience. Streaming platforms enable marketers to show ads in a commercial like format to their target audience. It would allow Nike to do a more targeted ad campaign than available on linear TV where the ad is shown to everyone, regardless of their demographics. Further, the video content can be displayed off-line as well. Video ad boards in metropolitan areas could be a useful place to show the ad assuming the target audience is in those areas.