

BRAND ESSENCE AND MANTRA

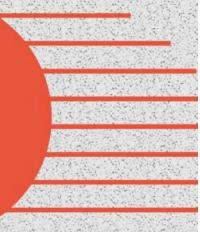
Primary: Innovation and Inspiration

Secondary associations:
Achievement,
Aspirational,
Individuality, Status,
Empowerment

Brand Essence

Authentic Athletic Performance

Brand Mantra



MISSION & VISION: OVERVIEW OF THE BRAND



Mission: "To bring inspiration and innovation to every athlete in the world" -- "If you have a body, you are an athlete"

Vision: "Do everything possible to expand human potential"

Nike pushes the limits of what is possible and not only strives for athletic achievement, but also fights for equality by supporting social causes.

Nike provides the products that empower all people to find their inner athlete whether that includes footwear, apparel, equipment, accessories, or services. Nike incorporates the mission and vision in all decision-making and new releases. While the gym or athletic spaces can seem intimidating, Nike gives athletes of all experience levels the confidence to perform at their best.





CORE VALUES



/ Innovation

/ Authenticity

/ Inclusivity

/ Empowerment

/ Inspiration



COMMITMENTS AND OBLIGATIONS

- **Commitments:** addressing systemic racism, reducing emissions, promoting sustainability, investing in communities
- **Obligations to market/environment:** Sustainable Apparel Coalition (2009), Fair Labor Association (1999), Better Work, Social Labor Convergence Program, PeacePlayers International (2017), Girls Inc. (2018), MENTOR (2017), Better Cotton Initiative, Textile Exchange, Leather Working Group, World Federation of the Sporting Goods Industry, Ceres, BSR
- **Social causes:** Nike supports causes that promote equality, including the Black Lives Matter movement, gender equality, and stopping Asian hate



BRAND PROMISE

Nike fills the need of activewear and sports-specific products. Anyone from professional athletes to a child can buy and feel good in Nike products.

The Need

Customers perceive that they are receiving products that will help them look and feel confident while achieving their goals. Therefore, customers expect high-quality products that are stylish and not only follow trends, but set them.

Customer Expectations



SOLUTION



Nike is a company that customers are not only confident to wear, but also proud to wear as it is a socially active and responsible brand. It creates products for everyone's inner athlete regardless of body type.

Nike strives to fix the issues in the athletic apparel industry, including body positivity. Nike is creating a place where all people are confident and ready to conquer their goals.

What's in it for me?

The knowledge that they are wearing a brand with the best products that supports customers' needs and reflects their beliefs.



THE WHY

Customers buy Nike products to find their inner athlete and their inner champion. This is reflected in the slogan, "Just Do It" and further exemplified in lines like the JDI (Just Do It) collection.

ALIGNMENT OF IDENTITY & IMAGE



/ Internal Identity

Nike is focused on pushing the boundaries of sport through innovation and creativity, while fighting for equality whether that is regarding the workplace, race, or gender. Internally, Nike is focused on building a positive, winning culture and promoting competition. This is displayed through its athlete and brand partnerships, as well as how the organization is run. For example, retail associates are referred to as "athletes".



/ Desired External Image

Nike wants to appear as a brand that supplies innovative products that help people achieve their goals, whether that is to play a sport professionally or to look their best walking down the street. It strives to have a socially progressive and responsible brand image. This is displayed in Nike's advertising and products, as well as its commitment to sustainability.



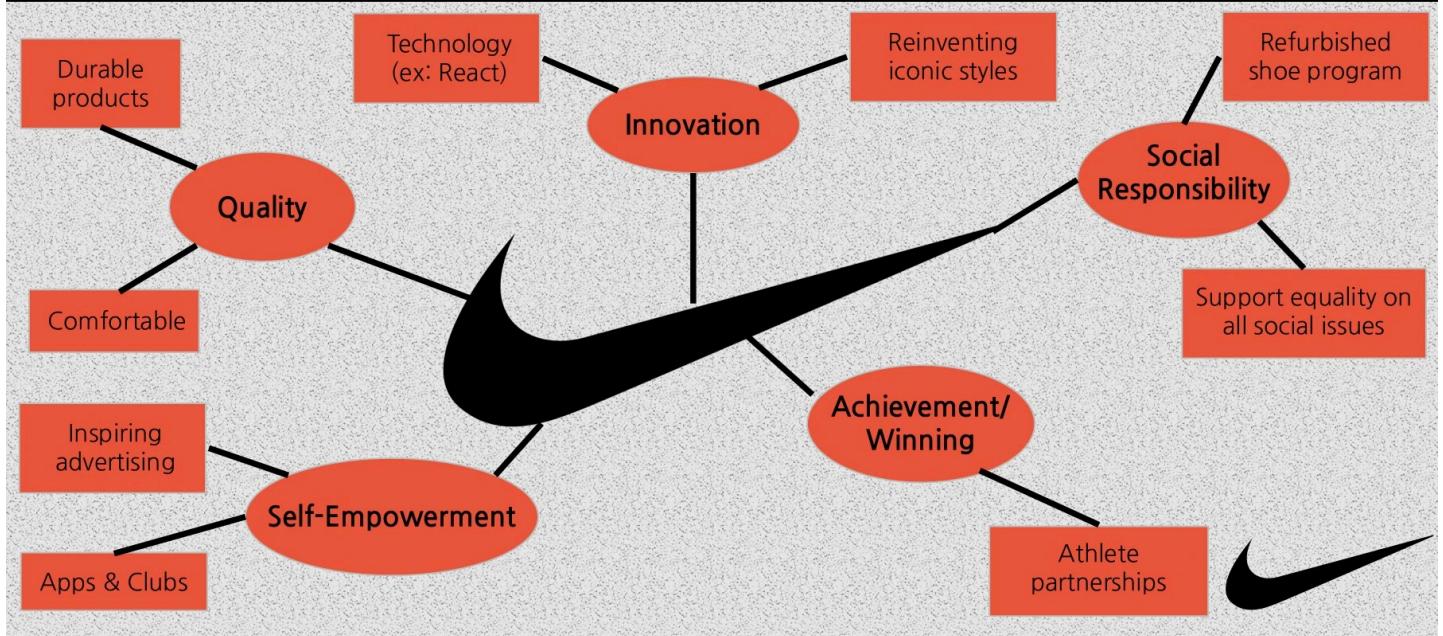
POSITIONING



For *athletes who are dissatisfied with the lack of style and lower quality sports product offerings, Nike is a brand that helps people find their inner champion and has products that allow them to properly express themselves. Unlike Adidas and Under Armour, Nike promotes equality across all intersectionalities and stands for what you believe in on the biggest platforms.



PRIMARY ASSOCIATIONS



SECONDARY ASSOCIATIONS



NORDSTROM



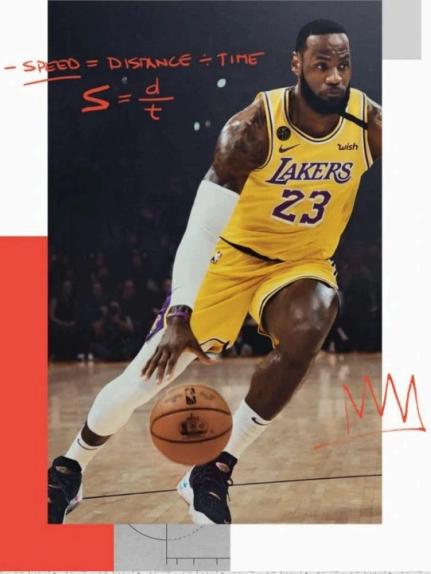
CHAMPS
SPORTS

FINISH
LINE

STADIUM
GOODS



EFFECTS OF ASSOCIATIONS



By associating itself with professional athletes and high-achieving collegiate programs, Nike is demonstrating to customers that its products help some of the most recognized athletes perform at their best. When people are watching sports games in person or on television and they consistently see Nike's logo, they will subconsciously associate Nike with achievement. Nike being in its own and third party retailers allows it to compete with other sports apparel brands by taking up space in the minds of consumers. The primary and secondary associations help Nike not only bring awareness to its brand and what it stands for, but also helps Nike generate press. For example, the newly announced refurbished sneaker program is currently in the news and reflects Nike's commitment to sustainability.



POINTS OF PARITY



Nike's associations are extremely strong and when there are new releases, customers expect to have high-quality products that support them just as well as professional athletes. In a market with many competitors, Nike is internationally recognized and known as a brand that helps customers achieve their goals. Nike consistently delivers and cares about the customer. However, when Nike underdelivers and receives a poor review, it will often follow up with the customer.



BRAND PERSONALITY



Nike's overall personality is exciting, empowering, and trendy. It is the brand that many people have, but always need more of, from classic sneakers like the Air Force 1 or clothing with innovative technology, like the tech fleece collections. Its self-identity is also inspirational and aspirational as many high-achieving athletes champion the brand. Its attitude is intense, determined, and cool. Other traits include creative, active, confident, and durable. The tone of advertisements and other communication reflect Nike's identity and attitude. Most of them are inspirational and reflect Nike's mission of helping people find their inner athlete and persevering through adversity. Regarding imagery, Nike uses professional athletes, "everyday" athletes, people of all shapes and sizes, and images promoting equality. The heart and soul relate back to the mission statement of bringing inspiration to every athlete and also to empower them to push past any limitations. The brand mindset is about building champions and breaking barriers.



TARGET MARKET PERSONAS

The Trendsetter

- Demographics: 18-25
- Identifiers: most likely already knows what they want; driven by status, individuality, and quality; likes the brand because of stances on social issues and sustainability
- Interests: iconic sneakers and styles (ex: Air Force 1), follows fashion trends, athleisure clothing
- Challenges: high expectations regarding comfort and styling
- What we can do: show products that pair well with what they want, reinvent iconic styles



TARGET MARKET PERSONAS

The Sneakerhead

- Demographics: 18-39
- Identifiers: knows all the styles and upcoming releases; most likely has the SNKRS app; does not pay attention to Nike's sustainability goals or social stances; driven by exclusivity, style, individuality, and performance; committed athlete; interested in gear, footwear, and clothing; cares more about functionality and performance than Nike's goals outside of sports
- Interests: owns lots of sneakers - old and new, collectibles, sneaker reselling; needs the newest streetwear and performance products
- Challenges: frustrated when regular products run out/no size availability, expects to always perform well (must be the shoes)
- What we can do: superior customer service online and in retail stores, reinvent iconic styles and new colorways, notify when products are back in stock or when new products are released



TARGET MARKET PERSONAS

Everyday Athlete

- Demographics: largest age range - 18-40, generally women
- Identifiers: inquisitive and wants to learn more; checks customer reviews; receptive to recommendations; may have kids and buy products for them; appreciates value, quality, comfort; not as concerned about Nike's sustainability goals but loves its social stances
- Interests: becoming more fit in a casual way, getting a deal, sale items and lower-end Nike products
- Challenges: Not super knowledgeable about products or fitness activity (ex: exercises to do at the gym, how long to run, etc.); expects to find deals; will leave a bad review
- What we can do: give detailed product descriptions, online chat boards/social media, educated salespeople, promoting sales, promote kids products, show them fitness apps



BRAND LIFESTYLE

Nike's products can be bought by anyone regardless of socioeconomic status or body shape and size. Customers who shop at Nike feel a sense of belonging because when they purchase a pair of sneakers, they become part of the Nike community. This is also the same when they join Nike's membership or download the apps. Nike's products cater to customers with different wants and needs. For example, some products have futuristic designs and colorways, while others are more sleek with simple colorways. Despite the look of Nike's products, they all have the same feel: comfort, quality, and the ability to do any activity. Nike helps people on their journeys of fulfilling their aspirations by not only providing the right products, but also the right mindset.



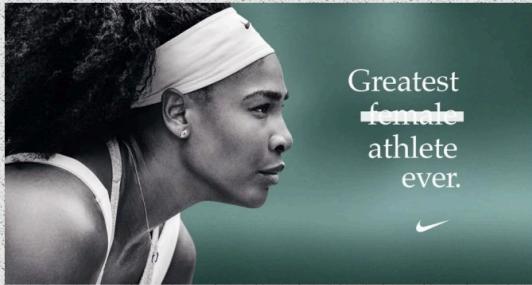
BRAND LIFESTYLE

Nike is also active on social media like Twitter, TikTok, LinkedIn, and has many Instagram accounts for various sports and cities. This allows customers to stay connected to each other and the brand. Nike communicates with customers through social media, its website, and email. The tone of the email communication is matter of fact and quick, while communication on social media follows more of Nike's brand personality: inspirational and empowering. Nike adds layers of interactivity by responding to customer reviews, creating apps, and forming a membership club. Nike prides itself in fighting for equality and is known to be accepting of all types of people, regardless of race, gender, sexuality, social status, ability, religion or size. For example, there are social media posts about body positivity, as well as products that are in plus size.

The screenshot shows a product review interface. At the top left, there are two stars. Below it, a 'Size' slider is set between 'Runs Small' and 'Runs Big'. Below that, a 'Comfort' slider is set between 'Uncomfortable' and 'Very Comfortable'. To the right, a review titled 'Ripped The First Time I Put Them On' is displayed. The review text reads: 'I am a marathon runner and I was super excited to purchase these shoes after battling an injury for over a year. As soon as I put the shoes on and pulled the toy he to tie the laces the tongue of the ripped. I'm so disappointed in the quality of this shoe. I'll be returning it hopefully for a better product.' Below the review, it says 'January 20, 2021 - C H - Pittsburgh , PA, US' and 'Verified Purchaser'. Underneath the review, there are questions: 'How many miles do you run per week: 30+ miles' and 'What surface do you run on: Road'. At the bottom right of the review section, there are icons for replies (1), likes (0), and sharing. A response from Nike is shown at the bottom right, dated 'January 21, 2021': '©C H. - Definitely not what we expect to hear! We got you covered with fast & free returns for 60 days, and encourage you to give them another go in a new pair if you're still interested in this amazing style!' A large Nike swoosh logo is visible on the right side of the page.

BRAND NARRATIVE

The overall narrative is about passion, perseverance and victory. Nike draws upon emotions of frustration, joy, and inspiration. The narrative will express the promise, strategy, and experience by displaying grit, achievement, and performance. Nike uses mostly a purpose driven approach because there are instances where Nike establishes what is expected of them regarding quality, technology, and innovation, but customers will choose to buy Nike products because of how they feel when they are wearing them. It is not only about performance and functionality, but more importantly about the brand identity that exists in all of its products. People buy into Nike's identity of tenacity, victory, equality, sustainability, and inclusion. Customers expect quality and innovation from Nike, but it is not rooted in any claims that Nike makes, rather the emotional associations.



LOGO



THE AESTHETICS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z



/ Fonts

Futura STD Extra Bold
Secondary: Trade Gothic Bold

/ Colors

Black (#00000000), Orange (#ea553b), White (fffffff), light grey, dark grey

/ Filters

Black and White, Colorful



THE AESTHETICS

/ Imagery

Empowering, Powerful,
Forceful, and Fun



Urgent, Motivational,
and Encouraging

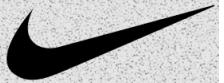
/ Tone





STRATEGY OVERVIEW

Nike strives to be in direct communication with its consumers. One strategy for Nike is having a large number of retailers sell Nike products. This allows Nike to develop and maintain brand recognition, eventually leading to loyalty. Nike has committed to pushing the sports industry forward and wants customers to have a great experience when they interact with the brand. It also has two fitness apps that allow users to interact with Nike, other users, trained coaches, and advisors. The overall strategy is to adapt communication techniques based on the audience. For example, Instagram users are casual, young, and have different interests than those on LinkedIn. Additionally, those who download the fitness app are more likely to respond to goal-oriented and motivational messages, while those on social media may prefer content that garners emotion.



WEB

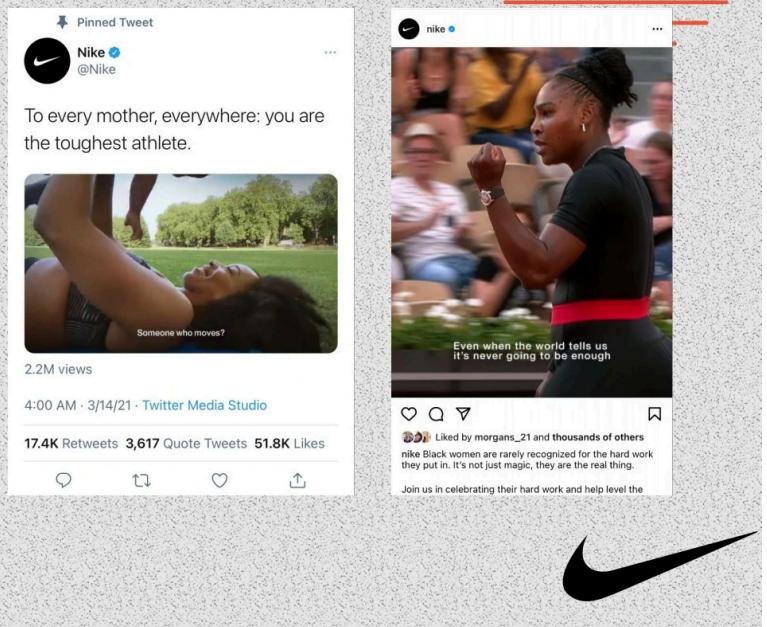


Nike's website is easy to navigate and has great photos that display products well, while showcasing an array of people who wear the brand. There are large videos on different pages and its advertisements above the fold often display new Nike products that clearly reflect Nike's values, whether that is sustainability, creativity, or achievement. Nike also uses banner advertisements on other webpages, usually relating to products the user may like. Nike is such a large brand that it generates attention from the media, which is a great way for it to demonstrate its values. The web communication illustrates Nike's values but in a more condensed and quick way. It consistently strengthens its brand image through the website and advertisements. Nike is also consistent in its use of fonts, logo, and colors.



SOCIAL MEDIA

Nike is active on Instagram (144M followers), Twitter (8.4M followers), Pinterest (748K followers), YouTube (1.6M subscribers), LinkedIn (4.3M followers), and TikTok (1.4M followers). Although the Facebook page has almost 35M likes, it has not been used since 2018. The overall tone of communication reflects Nike's values of empowerment, strength, perseverance, and inclusivity. Nike's communication strategy differs depending on the platform. Overall on social media, Nike focuses on storytelling and using emotional messages because there is a lot of clutter on various platforms, so their messages need to stand out.



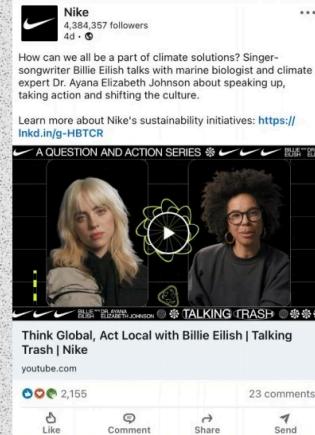
Example: Instagram vs. LinkedIn

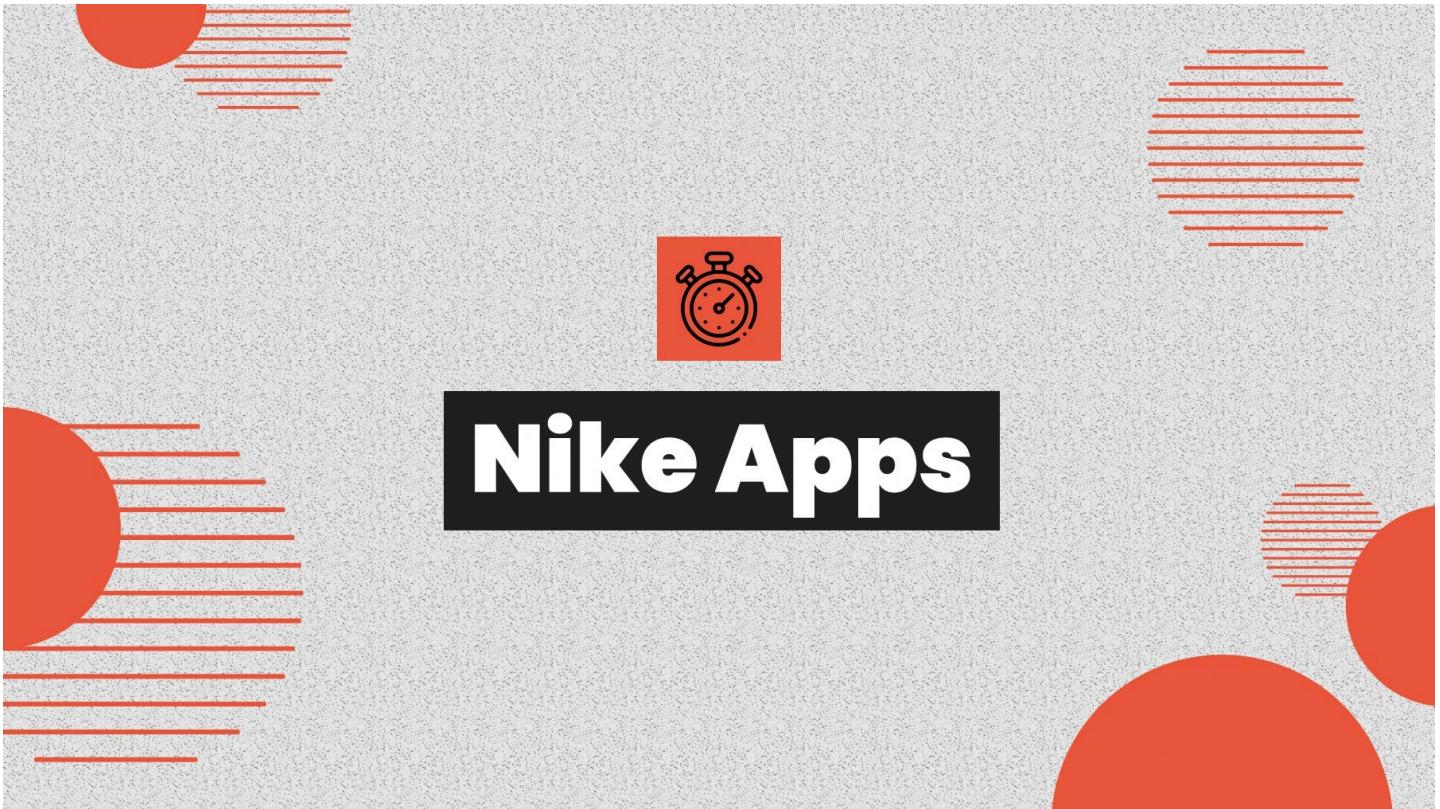
Instagram typically attracts younger audiences (millennials and generation z)

- The posts have themes surrounding social issues and the push for equality (including the use of emojis)
- IGTV videos with more serious tones and reels that are more lighthearted and colorful.
- This displays that the content is catered to different audiences.

LinkedIn is more geared towards working professionals who have an interest in the work that Nike is doing

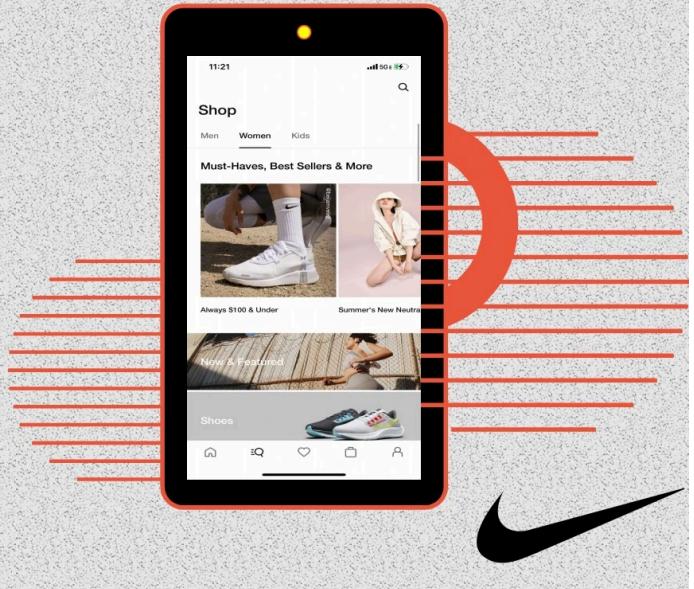
- Posts are more formal and it often shares articles and videos linked back to Nike's blog or YouTube
- Used to enhance Nike's brand image and bolster its accomplishments





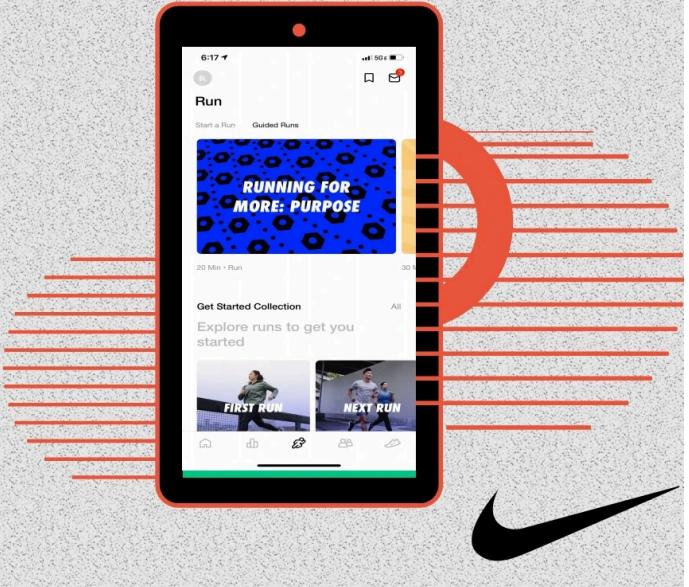
Nike

The Nike app is like the website, but built for mobile. The app is better than the mobile site and it begins by asking users to create a Nike account or to sign into a previous one. During the first time using the app, it asks users a series of questions to personalize the shopping experience. These include: What products do you use the most? What sports, brands, and collections are you interested in? What's your shoe size? It later asks the user if they want to add notifications, Bluetooth, and navigation systems for the app. The app is another way for Nike to communicate with customers as it advertises events near the user and allows them to follow teams, sports, products, and athletes. The extra information allows Nike to collect more data about each customer, which helps with its advertising efforts and customization for the app and website. There is also an inbox where Nike shares stories from the blog, similar to the strategy on LinkedIn and sends notifications about new products. The app is well-designed and easy to use. They look very similar and the app maintains the simple and cool feel, except with no extra advertisements and simpler colors. The communication style is informational and more claims driven.



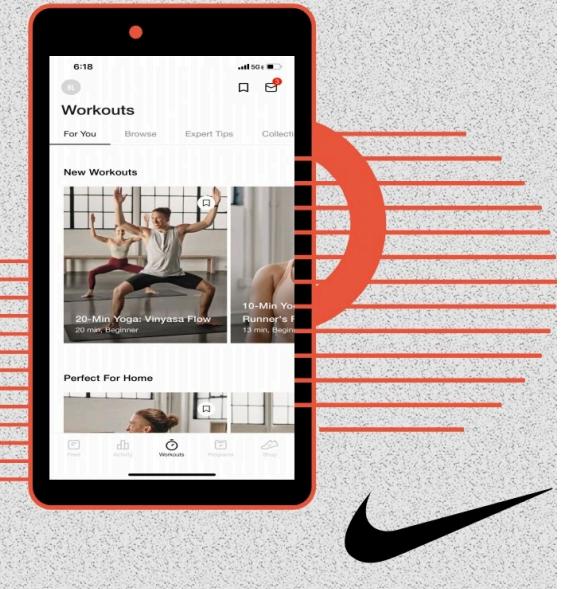
Nike Run Club

It is a running app that tracks a user's runs, provides an audio guide, and gives coaching plans. The app has multiple timed runs that are assisted by guided audio. The app gives advice to users and there are blogs where other runners can interact with each other and share tips. The app is directly targeted at avid runners who are some of Nike's most devoted customers because they not only buy Nike products, but they are loyal enough to choose the Nike running app out of all the others on the market. This app looks similar to the regular app with the same setup and the easy-to-navigate quality. The colors are slightly more adventurous than the regular app, but it still remains sleek and has a cool feel. This app's overall communication strategy is informative, motivational, collaborative, and celebratory. Compared to social media or the website, this app is about setting and achieving goals.



Nike Training Club

The Nike Training Club app has home workout and fitness plans. There are home workouts, tips, collections of videos, and trainers. Additionally, there are different programs that include advanced and full workouts. Each program and workout shows how long the programs and videos are, what level the workout is, what equipment is needed, and where the workout is designed to be performed. Similar to the running app, this app is about goals and the fitness. While it tracks a user's progress and gives them access to a multitude of exercises, it also has nutrition and wellness information. This app takes a more holistic approach to health. Regarding communication, it is goal-oriented, but also maintains the simple and cool feel that the other apps have, with the same fonts and color scheme. The people who download this app are most likely part of the "Everyday Athlete" persona who need more education on the subject and may not feel comfortable by themselves at the gym. Therefore, the communication is encouraging and informational.



RETAIL

The retail experience for Nike varies and is probably the one that it has the least control over because it has to rely upon other companies to represent the products and brand well.

- Nike: regular stores, Niketowns, outlets
- Third-party retailers: Nordstrom, Finish Line, Champs.
- Eastbay and Zappos (online retailers), Stadium Goods and FWRD (sneaker resellers), and GOAT (exclusive sneaker sites)

Because Nike is carried by different brands, it can create issues when they do not represent Nike properly by not fully understanding the products or providing bad customer service.

In Nike retail stores, employees are expected to model the brand, anything from their attitude to wearing all Nike products. They are even referred to as "athletes" instead of sales associates. Regarding communication, it is mostly informative and the goal is to help the customer in any way possible. It is also about displaying the benefits of each product and providing great customer service where even when the customer is extremely dissatisfied, it does not deter them from buying from Nike again.



Retail Importance

Retail is a main way that people interact with the brand, so the customer's experience needs to be great because the retail "athletes" should be a manifestation of the brand. Additionally, the interior space is a reflection of the brand, from nicely folded shirts to a sleek and slightly more industrial interior. It looks athletic, cool, and organized, similar to the way products are categorized on the website. For example, the kids, women's, and men's sections are clearly separated and the sections of clothing based on activity are as well.





CHANNEL OVERVIEW

- Website
- Blog
- Word of Mouth Marketing
- Social Media Marketing
- Influencer Marketing
- Search Engine Optimization
- Print Ads
- Commercials
- Retargeting
- Loyalty programs
- Packaging
- Sponsorships

Website & Blog

THE BLOG POST



PERFORMANCE
The Zion 1 is Made to Move Different
Zion Williamson's signature shoe ushers in a new era for Jordan Brand, built for a once-in-a-lifetime athletic talent.

- Products on website and features on the blog generate their own headlines
- Nike News: Zion Williamson's first signature shoe - many social media posts by sports accounts

THE RESULT



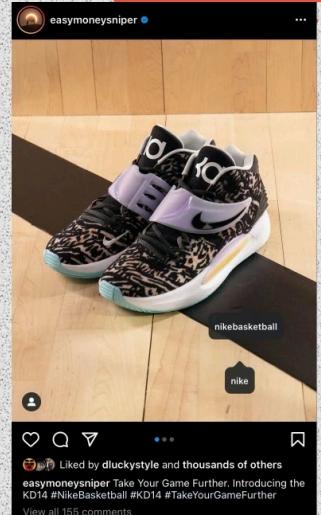
Word of Mouth & Social Media

- Nike relies on innovative products like the self-lacing Nike MAG and emotionally moving social media posts, as well as commercials to inspire discussions on the internet. It is a way to create more interest, in turn generating more word of mouth marketing.
- Nike uses almost every social media platform, except for Facebook to communicate with stakeholders. The content is informative and emotional depending on which audience Nike is targeting



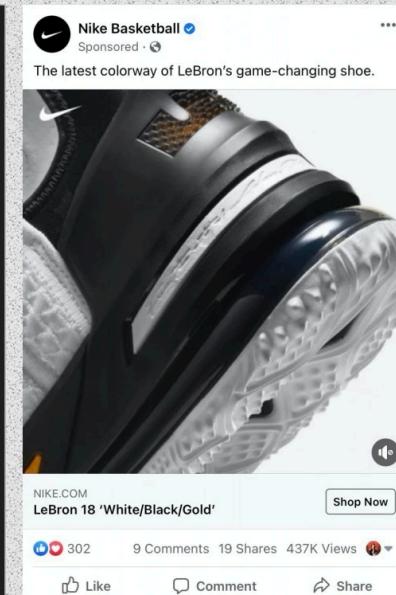
Influencer Marketing & Sponsorships

- Nike has an abundance of athlete partnerships across many sports, from football to basketball to soccer to tennis.
- Nike also sponsors the NBA, MLB, and NFL, along with top collegiate sports programs such as Clemson, Duke, Alabama, and UNC.



SEO & Retargeting

- Nike is the first option when searching in Google and appears as a paid ad at the top
- When website users leave the page, Nike sometimes will retarget them by paying for ad space to bring them back to the products they were looking at



Google search results for "nike". The top result is an Ad for Nike's official site.

Ad - https://www.nike.com/

Nike® Official Site - Shop Nike.com

Shop The Official Nike Store For The Latest Nike Shoes, Apparel & Gear. Featuring The Latest Nike® Technology & Innovations. Find The Best Fit For You. Live Support Available. Free Shipping For Members. Free 60-Day Returns. Medical Workers Save 10%.

9 Dorchester 2 locations nearby

Sale - Up to 40% Off

Shop All Our New Markdowns. Save On Signature Nike Styles.

Nike Air Force 1

Iconic Style. Fresh Details. Shop the Legendary Air Force 1.

Nike Fleece

Shop Tech, Club & Therma-FIT Fleece Styles. Find The Fleece For You.

<https://www.nike.com/>

Nike. Just Do It. Nike.com

Nike delivers innovative products, experiences and services to inspire athletes. You've visited this page many times. Last visit: 4/7/21

Search nike.com

Women

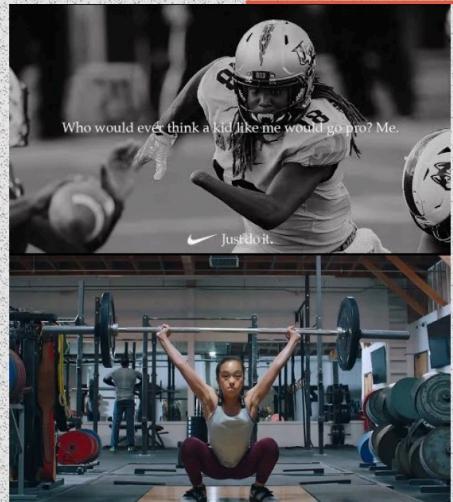
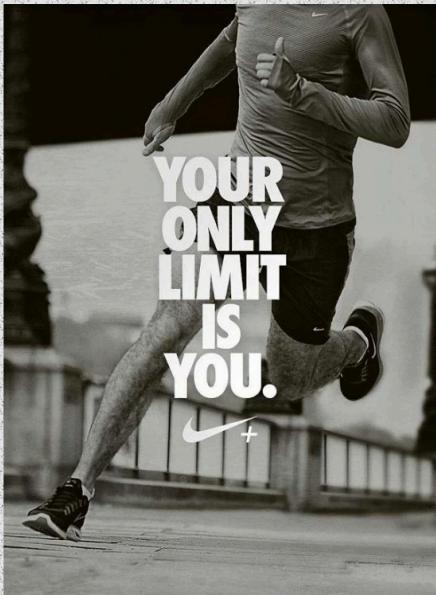
Sale

Nike

Print Ads & Commercials



- The print ads and commercials typically are emotional, empowering, and memorable. It is probably Nike's biggest strength regarding its brand
- Used to be aired on television and printed in magazines, but now are posted across social media platforms, including its YouTube channel



Packaging & Loyalty Programs

- There is different packaging based on which products a customer buys. The most common would be the orange or red boxes. Some shoes have limited edition packaging (ex: basketball player signature shoe lines, Air Force 1, etc.)
- Nike bags range depending on the store, common ones are plastic orange bags with a white logo and a brown paper bag with a black logo
- Nike has a membership that customers can sign up for (free) that include different perks. It promotes the exclusive and individualistic aspects of the brand



Channel Recommendations

Nike overall does a great job with its marketing and has a diverse range of channels it chooses to advertise through. However, the main section Nike can improve upon is its social media.

Nike has an active TikTok account with 1.4 million followers, but there could be improvement. Nike can use TikTok to spread its mission by helping people find their inner athlete. With many gyms across the country still closed or opening with limited capacity, Nike can implement programs from the fitness apps onto the platform. They could do more with highlighting its professional athletes and creating content that appeal to the younger demographics that exist on the platform. This would help with memorability, meaningfulness, and transferability.

Nike should make a decision on its Facebook account. It is the brand's second most followed account but there has not been a post since 2018. Nike should either start using the account again or delete it because its lack of use can hurt the brand's image. The Facebook account could be a major asset since it reaches millions of people and can be used to target older demographics that still use the platform. This would contribute to adaptability and protectability.

Nike should also consider being more active on social media in general. Some organizations are active in the comment section of their more informal accounts, like Twitter. Nike could generate free press from responding to people with witty comments (best example being Wendy's) that other sports news accounts like Bleacher Report will post about. This would contribute to memorability, adaptability, and protectability.



Tik Tok

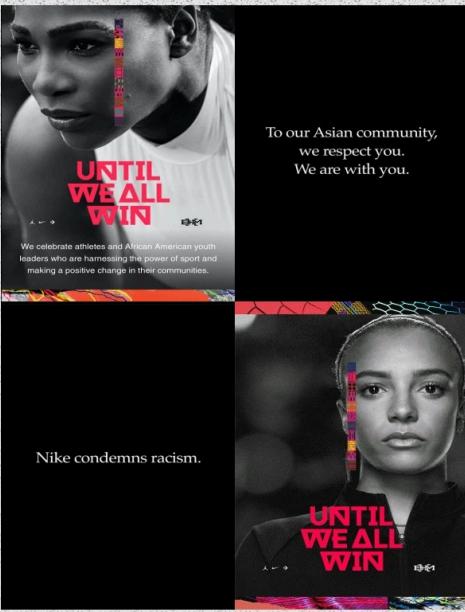


SOCIAL RESPONSIBILITY

In 1999 Nike joined the Fair Labor Association which aims to improve working conditions in factories internationally. Then in 2009, Nike joined the Sustainable Apparel Coalition, which includes retailers, suppliers, and NGOs that aim to reduce the environmental impact of the industry. The brand supports various social issues in the U.S. such as the Black Lives Matter movement, gender equality, and it recently supported the movement to stop Asian hate. Nike also is part of Better Work, the Social Labor Convergence Program, PeacePlayers International, Visit Girls Inc., MENTOR, Better Cotton Initiative, Textile Exchange, Leather Working Group, the World Federation of Sporting Goods Industry, Ceres, and BSR.



COMMITMENT TO INCLUSIVITY



Nike's brand is built upon inclusivity because anyone can be an athlete and use its products. Currently, Nike is investing in communities and empowering them by fighting for racial equality, social justice, and greater access to education. Nike's commitment is not only to its customers, but also to its employees because they are the faces that customers associate with the brand. It created the Until We All Win community investment program, giving about \$4 million in grants to nonprofits each year. Nike is continuing to support individuals of all abilities; Asian American, Middle East and Pacific Islander communities; the Black community; Latinx community; military and veterans communities; Native American and Indigenous communities; the LGBTQIA+ community; and girls and women. This is reflected in its products, advertising, social media, and hiring practices.



