

Competitor Analysis Report: Nike vs Adidas in (Southeast Asia, June 01, 2025 to June 08, 2025)

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| Promotional Campaigns Deep Dive Analysis

Nike Campaigns in Southeast Asia (June 1 - June 8, 2025)

Campaign Name	Description	Geographic Coverage	Timeline	Marketing Channels
N/A	No current campaigns specific to Southeast Asia.	N/A	N/A	N/A

Sources:

- [Performance Marketing World](#)
- [Marketing Dive](#)

Adidas Campaigns in Southeast Asia (June 1 - June 8, 2025)

Campaign Name	Description	Geographic Coverage	Timeline	Marketing Channels
N/A	No current campaigns specific to Southeast Asia.	N/A	N/A	N/A

Sources:

- [Performance Marketing World](#)
- [Marketing Dive](#)

Comparative Insights Tables

Product Launch/Promotion Comparison

Company	Campaign Name	Products/SKU	Pricing Strategy	Launch Status
Nike	N/A	N/A	N/A	N/A
Adidas	N/A	N/A	N/A	N/A

Summary

As of June 8, 2025, there are **no announced** promotional campaigns by Nike or Adidas specifically targeting Southeast Asia for the specified week. Both companies are engaged in marketing strategies that include shifts towards brand building and collaborations with local entities, focusing on enhancing their digital presence and consumer engagement. This reflects an ongoing commitment to the Southeast Asian market while aligning with broader trends in consumer preference and behavior.

| References