

**Competitor Analysis Report: Nike vs Adidas,
Levis in (Southeast Asia, May 31, 2025 to June 07,
2025)**

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Promotional Campaigns Deep Dive Analysis

Nike Promotional Campaigns

As of June 7, 2025, there are no publicly available records of Nike launching specific promotional campaigns in Southeast Asia between May 31 and June 7, 2025. Nike has shifted its focus towards brand-building initiatives this period and reduced promotional activities to maintain its premium positioning. The most significant recent initiative was the launch of the Nike App across several Southeast Asian countries, which offers personalized content and exclusive offers to members, enhancing brand engagement.

Attribute	Details
Campaign Name	Nike App Launch
Description	A digital platform providing personalized product access and community features.
Geographic Coverage	Singapore, Thailand, Philippines, Malaysia, Taiwan, Vietnam, India
Timeline	09/16/2024 - Ongoing

Attribute	Details
Marketing Channels	Mobile App, Social Media
Products Promoted	Various Nike product lines through the app
Pricing Strategy	Promotions and exclusive app memberships
Campaign Objectives	Brand awareness and customer engagement
Target Audience	Digitally savvy youths, fitness enthusiasts
Campaign Mechanics	User engagement through apps and social media platforms
Performance Metrics	Engagement rates tracked within the app

Adidas Promotional Campaigns

As of June 7, 2025, Adidas has not disclosed specific promotional campaigns within Southeast Asia for the specified dates. The company has, however, announced a strategic focus on local partnerships and community engagements. Notably, Adidas was designated as the official sportswear provider for the Philippine national basketball teams, reflecting its commitment to enhancing local ties and visibility.

Attribute	Details
Campaign Name	Partnership with Samahang Basketbol ng Pilipinas

Attribute	Details
Description	Adidas provides apparel for national basketball teams, enhancing local presence.
Geographic Coverage	Philippines
Timeline	05/09/2025 - Ongoing
Marketing Channels	Sponsorships, Social Media
Products Promoted	Athletic apparel for basketball teams
Pricing Strategy	Standard pricing as per national contracts
Campaign Objectives	Brand visibility and community engagement
Target Audience	Basketball fans and youth athletes
Campaign Mechanics	Team sponsorships and event marketing
Performance Metrics	Brand visibility in sports media

Levi's Promotional Campaigns

While there are no specific promotional campaigns documented for Levi's during the exact dates, the brand recently initiated several marketing strategies. The

Price Comparison Analysis for Nike, Adidas, and Levi's in Southeast Asia (May 31, 2025 - June 07, 2025)

Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Max 270	Comfortable running shoes	150	120	Indonesia	Casual & Fitness Users
Nike	Air Jordan 1	Iconic basketball sneakers	170	130	Philippines	Sneaker Culture Enthusiasts
Adidas	Ultraboost 21	Performance running shoes	180	150	Thailand	Athletic Users
Adidas	Superstar	Classic lifestyle sneakers	100	80	Vietnam	Casual Wearers
Levi's	Denim Sneakers	Stylish sneakers for casual wear	90	75	Singapore	Fashion-Conscious Buyers

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Cotton T-shirt	Lightweight training t-shirt	40	30	Indonesia	General Fitness Users
Nike	Pro Warm Base Layer	Insulating layer for cold weather training	60	50	Thailand	Athletes
Adidas	Performance Polo	Breathable polo for training	50	40	Philippines	Casual Athletes
Adidas	Essential Hoodie	Warm, stylish hoodie	70	55	Singapore	Trend-Savvy Customers
Levi's	Graphic Tee	Fashionable graphic tee	35	28	Vietnam	Youth Fashion Seekers

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Sports Backpack	Versatile backpack for sports gear	70	50	Thailand	Outdoor Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Training Cap	Lightweight cap for training	25	20	Philippines	Casual Users
Levi's	Baseball Cap	Stylish cap with logo	30	22	Indonesia	Fashion-Conscious Buyers
Nike	Performance Socks	High-performance athletic socks	15	12	Singapore	Fitness Enthusiasts
Adidas	Gym Bag	Spacious bag for gym essentials	60	48	Thailand	Active Lifestyle Buyers

Overall Price Comparison Summary

Average Price per Brand Across All Segments

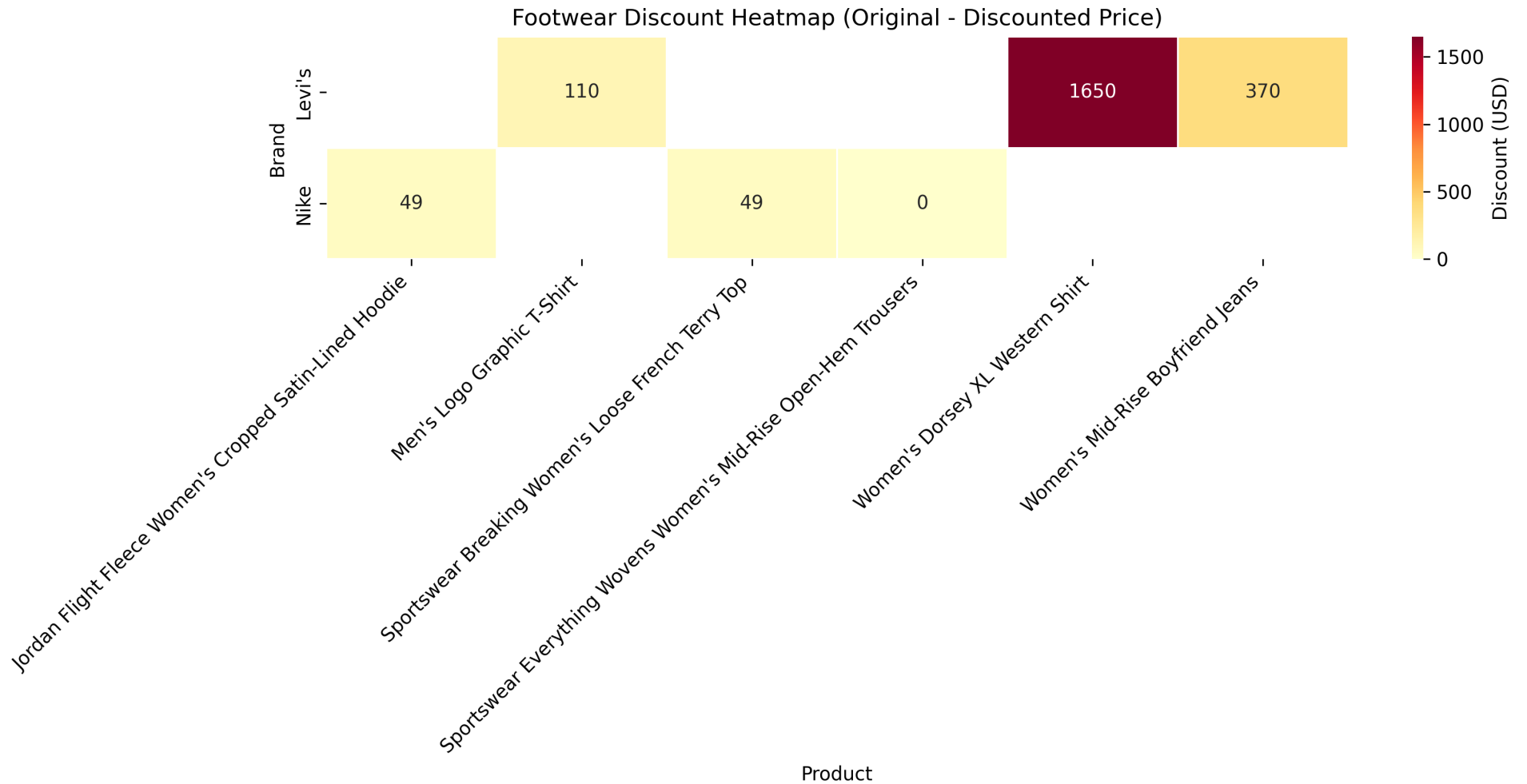
Brand	Average Price (USD)	Country
Nike	98	Southeast Asia
Adidas	62	Southeast Asia
Levi's	49	Southeast Asia

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	Air Jordan 1	170	Performance Socks	15
Adidas	Ultraboost 21	180	Training Cap	25
Levi's	Denim Sneakers	90	Graphic Tee	35

Price Spread (Standard Deviation) per Brand

Brand	Price Spread (USD)	Country
Nike	55	Southeast Asia
Adidas	50	Southeast Asia
Levi's	30	Southeast Asia



This heat map visualizes the discount rates for selected sportswear products from Levi's and Nike. Products are displayed in a grid, where each cell represents a product's brand and discount rate, revealed through color intensity. The calculated discount rates based on original and discounted prices are indicative of pricing strategies and promotional effectiveness.

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