

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

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Promotional Campaigns Deep Dive Analysis

Promotional Campaigns Overview

In the specified period from May 31, 2025, to June 07, 2025, there is a notable absence of promotional campaigns launched by **Nike**, **ASICS**, and **Fila** in the **Southeast Asia** region. Below is a detailed breakdown based on the respective companies.

Nike Campaign Analysis

Attribute	Details
Campaign Name	Data not available
Description	Data not available
Geographic Coverage	Data not available

Attribute	Details
Timeline	Data not available
Marketing Channels	Engaged through localized digital initiatives and community interactions, notably the Nike App , offering personalized experiences in the region.
Products Promoted	Focus on general market engagement through digital platforms; no specific products reported for the specified timeframe.
Pricing Strategy	Data not available
Campaign Objectives	Enhance brand visibility and consumer engagement through digital marketing strategies.
Target Audience	Primarily targeting young consumers and local athletes, leveraging digital channels for personal engagement.
Campaign Mechanics	Utilizing digital marketing and community engagement through athlete partnerships; specific tactical campaigns not reported.
Performance Metrics	Engagement strategies mention personalized app experiences; however, specific metrics are not available.

ASICS Campaign Analysis

Attribute	Details
Campaign Name	Data not available
Description	Data not available
Geographic Coverage	Data not available
Timeline	Data not available
Marketing Channels	ASICS has engaged in various partnerships and local initiatives, particularly in Malaysia, through events like the Kuala Lumpur Standard Chartered Marathon.
Products Promoted	Introduced items include limited collaborations, such as the Cecilie Bahnsen x ASICS GEL-KAYANO 20 . Other launches not tied to the specified period.
Pricing Strategy	Data not available
Campaign Objectives	Focused on community engagement and promoting active lifestyles.
Target Audience	Targeting local athletes and fitness enthusiasts through various initiatives in Southeast Asia.
Campaign Mechanics	Engaged through community-based activities and partnerships; further detail on tactical mechanics is not available.

Attribute	Details
Performance Metrics	Specific performance insights related to the specified timeline are not documented.

Fila Campaign Analysis

Attribute	Details
Campaign Name	Data not available
Description	Data not available
Geographic Coverage	Data not available
Timeline	Data not available
Marketing Channels	Limited information; Fila has mainly engaged through influencer collaborations and digital marketing in general contexts.
Products Promoted	Limited visibility into promotional launches for the specified period. Notable past promotions reported included celebrity collaborations elsewhere.
Pricing Strategy	Competitive pricing strategies, maintaining affordability without specific insights for the timeframe.
	Primarily directed towards younger audiences and competitive pricing to enhance market penetration.

Attribute	Details
Campaign Objectives	
Target Audience	Geared toward Gen Z and Millennial consumers, blending performance with contemporary styles.
Campaign Mechanics	Engaging consumers through online platforms and influencer partnerships, but tactical details not available.
Performance Metrics	Specific campaign metrics for the specified timeframe are absent.

Comparative Insights

The analysis reveals that during the specified date range, **Nike**, **ASICS**, and **Fila** did not report any direct promotional campaigns in Southeast Asia. However, each brand continues to emphasize digital engagement and strategic community involvement, aiming to resonate with the increasingly health-conscious and active youth demographic in the region.

References