MARKETING MIDTERM

NIKE AIR MAX "GRAFFITI STORES"

PRESENTATION

CHANDLER & SMRITI

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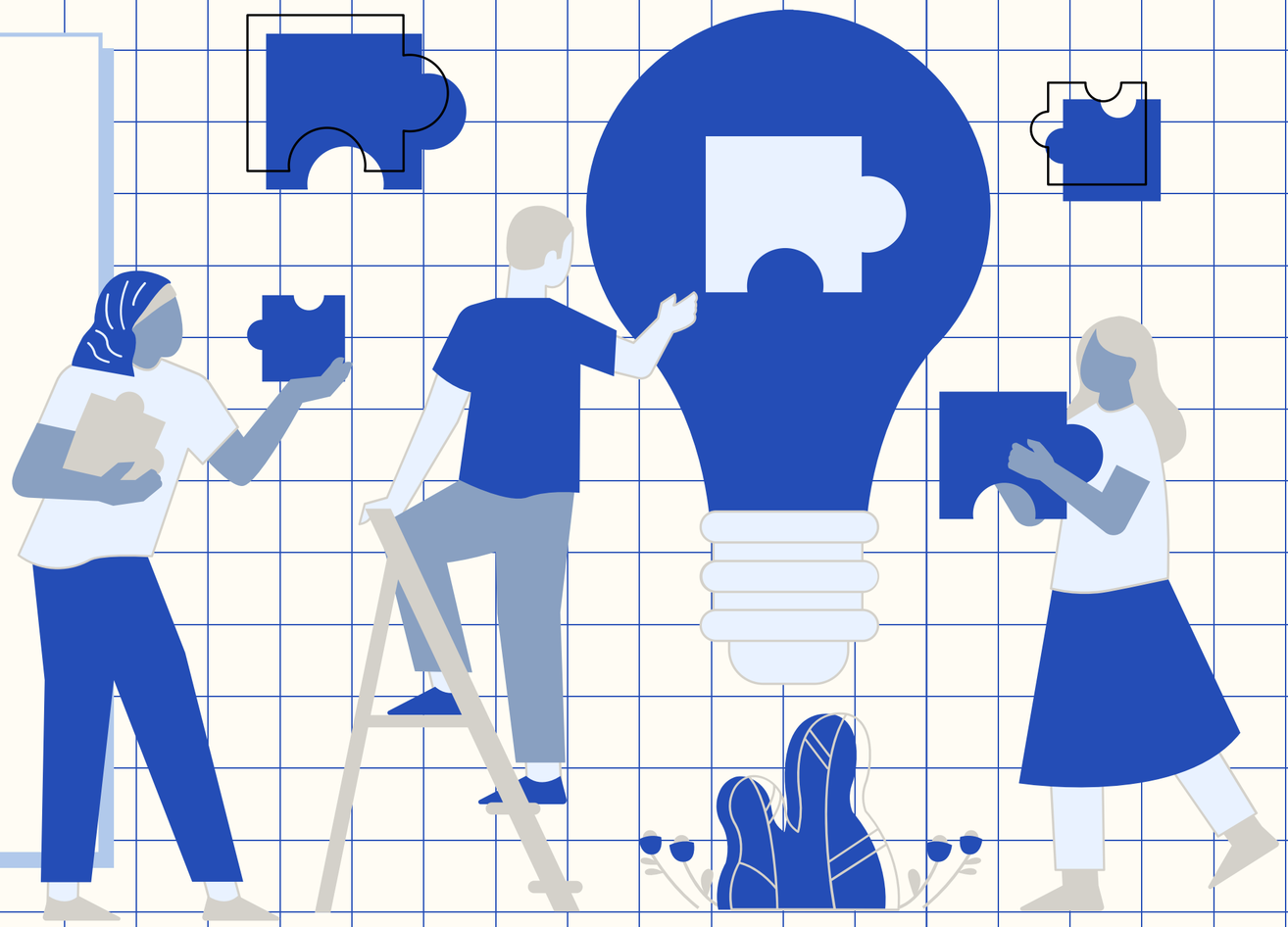


BRAND INTRODUCTION

HISTORY

- FOUNDED IN 1964 AS "BLUE RIBBON SPORTS" BY BILL BOWERMAN, A TRACK-AND-FIELD COACH AT THE UNIVERSITY OF OREGON, AND HIS FORMER STUDENT PHIL KNIGHT
- FIRST SHOE (NIKE CORTEZ) LAUNCHED IN 1972
- RENAMED NIKE, INC. IN 1978 AND WENT PUBLIC TWO YEARS LATER
- BY THE EARLY 21ST CENTURY, NIKE HAD RETAIL OUTLETS AND DISTRIBUTORS IN MORE THAN 170 COUNTRIES
- + ITS LOGO–A CURVED CHECK MARK CALLED THE "SWOOSH" -- RECOGNIZED THROUGHOUT THE WORLD

BRAND DNA

INNOVATION MEETS FUNCTIONALITY, FASHION + TECHNOLOGY

ICONIC LOGO, YOUTHFUL, COOL, TRENDY

MOTIVATING TONE OF VOICE, BREAKING BARRIERS

STREET CULTURE, POP CULTURE, PROFESSIONAL SPORTS, FASHION

NOTABLE FACTS

WORLD'S LARGEST ATHLETIC APPAREL COMPANY

MORE THAN 900 MILLION ITEMS SOLD EVERY YEAR

WON AN EMMY IN 2000 AND 2002, FOR THEIR COMMERCIALS

MOST POPULAR BRAND FOR SPORTING FOOTWEAR (APPROX. 62% OF ATHLETIC SHOE MARKET)

NIKE AIR MAX .
[A I R]
SP
São Paulo
SP - Brasil
2019
AIR
MAX
Graffiti
Stores
2019

SWOT ANALYSIS

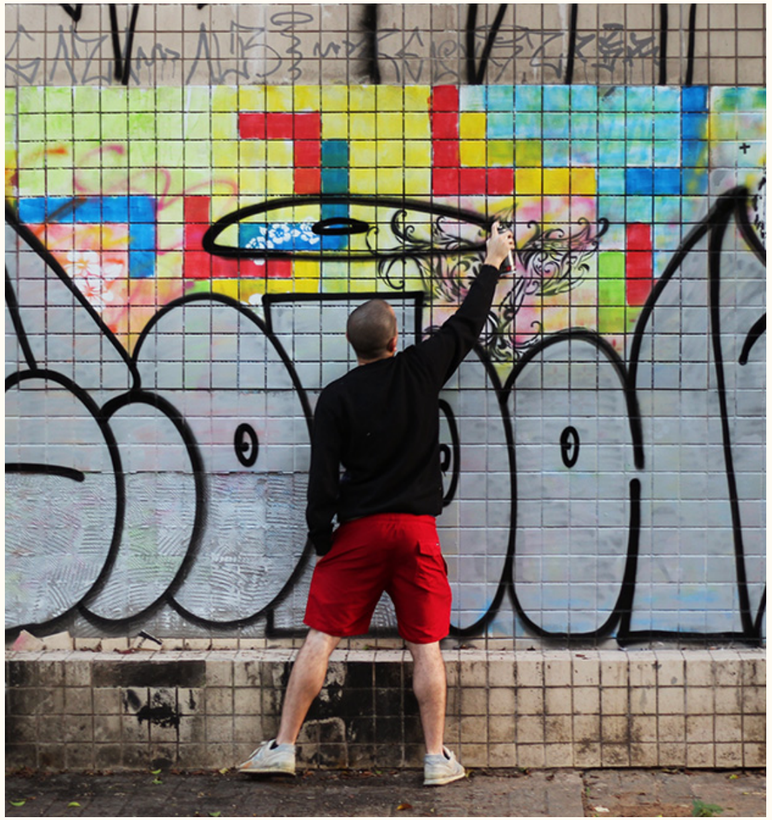
STRENGHTS

- ESTABLISHED BRAND NAME & FOLLOWING
- EMOTIONAL INVOLVEMENT OF CUSTOMERS, INCREASED LOVE AND LOYALTY TOWARDS BRAND AND PRODUCT
- PHYGITAL TREND

WEAKNESS

- UNTAPPED AND UNEXPLORED MARKET OF SAO PAULO'S GRAFFITI COMMUNITY
- NO QUANTITATIVE WAY TO MEASURE RISKS

OPPORTUNITY IN SAO PAULO, BRAZIL



- CREATE SOCIO - POLITCAL IMPACT , CONVERSATION AROUND PRESERVING URBAN STREET CULTURES
- DEMONSTRATE NIKE'S CONSUMER CONNECTION THRU FIGHTING FOR URBAN CULTURE TO BE RESPECTED

THREATS

- GOING AGAINST SENTIMENT OF THEN MAYOR OF SAN PAULO COULD LEAD TO 'REBEL' REPERCUSSION

- UNSUCCESSFUL OMNICHANNEL EXPERIENCE COULD LEAD TO IRRITATION AMONGST CUSTOMERS

THE CHALLENGE

THE STRATEGY: "GRAFFITI STORES"

COLLAB WITH INSTAGRAFFITI, BRAZIL'S BIGGEST STREET ART COLLECTIVE

HAVE ARTISTS UPDATE OWN EXISTING CHARACTERS WITH NEW AIR MAX MODELS

"DROP" NEW MODELS EVERY WEEK IN DIFFERENT REGIONS OF CITY OFFERING LIMITED PRE-SALES USING GEOLOCATION TO UNLOCK THE PURCHASE

SPREAD THE WORD BY ANIMATING MOST ICONIC CHARACTER WALKING AROUND TOWN

RELEVANT/ACTIONABLE, INTERESTING/GENERALIZABLE

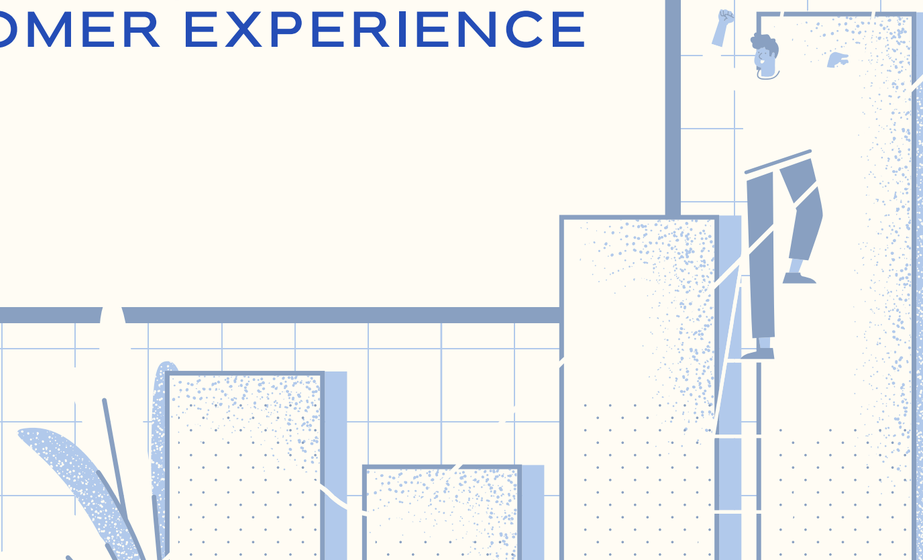
SUBCULTURE OF SÃO PAULO INTO LIGHT.. 'WE SEE YOU!'

MURAL LIVES ON AS CULTURAL HERITAGE TO THE CITY

CITY WALLS INTO NIKE STORES

=

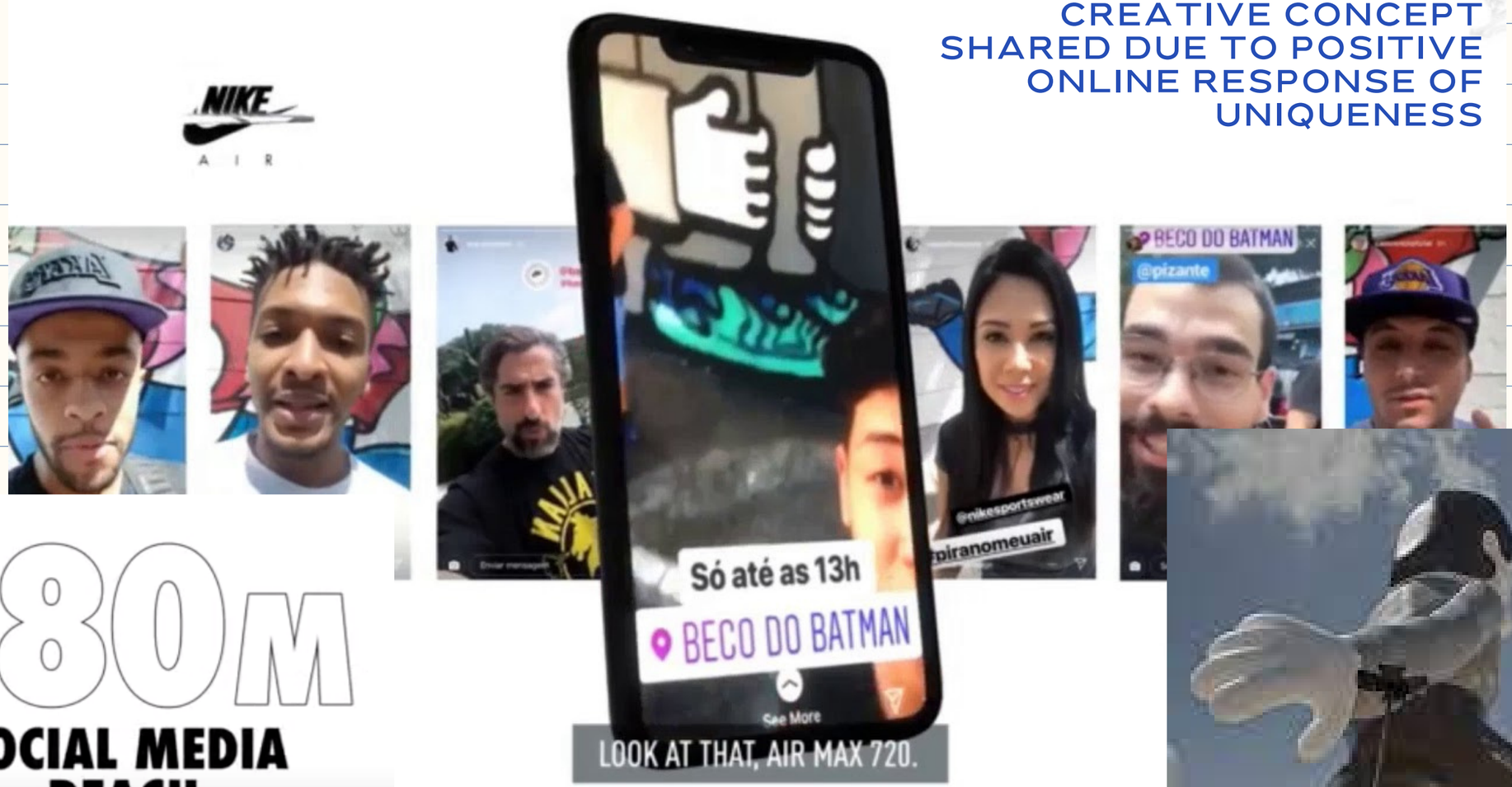
E-COMMERCE INTO CULTURAL, PERSONAL CUSTOMER EXPERIENCE



CUSTOMER JOURNEY

TOFU

CREATIVE CONCEPT SHARED DUE TO POSITIVE ONLINE RESPONSE OF UNIQUENESS



+80M

SOCIAL MEDIA REACH

MOFU

- ADVERTISED ON OWNED MEDIA OF NIKE AND INSTAGRAFFITI
- FOLLOWERS/POTENTIAL CUSTOMERS AWAITING LOCATION OF THE NEXT LOCATION

BOFU

- GRAFFITI LOVERS AND SNEAKER HEADS GOING TO WEEKLY LOCATION AT TIME OF DROP
  - ACCESSING NIKE.COM FOR PRE-SALE UNLOCK USING GEOLOCATION

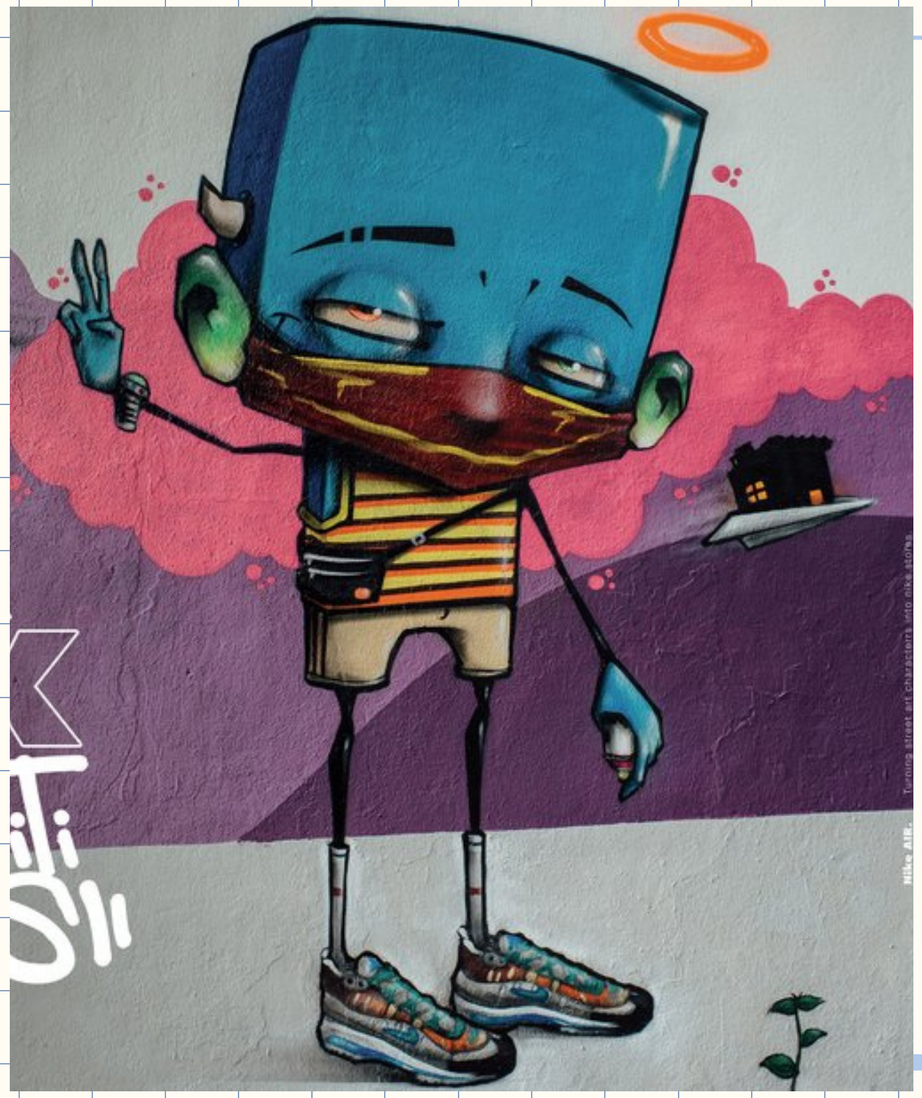
- SMOOTH OMNICHANNEL EXPEREINCE LEADING -> READY TO BUY

RECOMMENDATIONS

ANIMATE ALL CHARACTERS

CITY HOP

LEARNING



TAKE AWAYS

- CATER TO TARGET AUDIENCE (AS WELL AS THE COMMUNITIES) THRU 'HEARING' THEM/COMMON PASSION
- ACQUIRE NEW CUSTOMERS AND INCREASE WEBSITE TRAFFIC WITH INNOVATIVE/RELEVANT TRENDS
- "SPECIAL ACCESS" CREATES COMPETITIVENESS TO ENGAGE CONSUMER

THANK YOU!