



Advertising 391 - Campaign Development Ad Book

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Executive Summary

Jeremy Lin is the NBA's first American-born player of Chinese descent. He captivated sports fans throughout the world when he stepped on to court and impressed the world with his skills early this year. Lin is the prototypical high-academic-achieving Asian American, but also a basketball player who has shown that he can compete and excel against the world's best players. His attitude, spirit and skill is admired by many, and now, he is set to be the new face of Nike, succeeding other sporting greats like Michael Jordan and Tiger Woods.

Nike is the world's leading supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$18.6 billion in its fiscal year 2011. Nike depends heavily on its endorsements and sponsorships to promote itself. By tying its products to successful athletes in many sports, Nike has succeeded in boosting its image and creating the impression that the shoes or the clothes play a role in the success of the athlete. Nike went quickly to lead in basketball shoes following its connection to Michael Jordan and the 1984 Air Jordan shoe line. The company then vaulted itself into the top ranks of sports equipment manufacturers when it built its complete product line around Tiger Woods.

With all the Jeremy Lin buzz of late, Nike has decided to release a new line with Jeremy Lin - Linsanity.

Situational Analysis

<i>Strengths</i>	<i>Weakness</i>
<ul style="list-style-type: none"> • Nike is strong at research and development: evolving and innovative product range • Nike is a global brand. It is the number one sports brand in the World • Strong customer relationship/ satisfaction • Strong distribution chain 	<ul style="list-style-type: none"> • Nike was charged with the violation of overtime and minimum wage rates in Vietnam, 1996, that was seen as having poor working conditions, and that it was also charged for exploiting cheap workforce overseas. • Nike was also reported to have applied child labor in Pakistan and Cambodia to produce soccer balls. • It was positioned as a subject of criticism by anti-globalization groups due to its unruly and exploited manner that was quite a disaster for its reputation • High product price
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> • Product development: Position Nike as a fashion brand. • Develop internationally, building upon its strong global brand recognition. There are also global marketing events that can be utilised to support the brand such as the World Cup (soccer) and The Olympics. • Increased demand in product innovation 	<ul style="list-style-type: none"> • Nike is exposed to the international nature of trade. It buys and sells in different currencies and so costs and margins are not stable over long periods of time. Such an exposure could mean that Nike may be manufacturing and/or selling at a loss. This is an issue that faces all global brands. • Fierce industry competition • Economic recession

5 Questions - Linsanity

What business is your client in?

- Nike is a major publicly traded clothing, footwear, sportswear, and equipment supplier

Who are your client's customers?

- Sport enthusiast

What do your client's customers value?

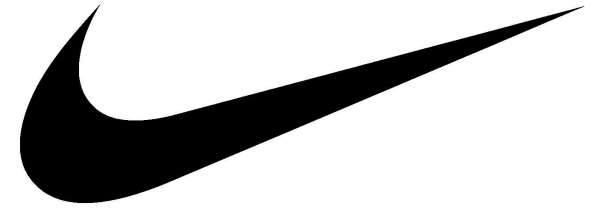
- Excellence and perfection

With whom does the client compete with?

- Adidas, Li-Ning, Puma

What is the client really good at?

- Nike is known for discovering and producing cutting edge technology to aid sport performance



Competitor Analysis

Adidas:

What business is your client in?

- Adidas is a German sports clothing manufacturer, producing bags, shirts, watches, eyewear, and other sports and clothing-related goods.



Who are your client's customers?

- Those who call themselves athletes, are active in sport, or simply are inspired by and love sport

What do your client's customers value?

- Quality, style and individuality

With whom does the client compete with?

- Nike, Li Ning, Puma

What is the client really good at?

- Adidas is known for their rich heritage (since 1952) and producing long lasting quality shoes

Li-Ning:

What business is your client in?

- Li-Ning is a Chinese athletic company mainly providing sporting goods including footwear, apparel, equipment and accessories for professional and leisure purposes



Who are your client's customers?

- Consumer who plays sports and enjoy an active lifestyle

What do your client's customers value?

- They value quality, performance and affordability

With whom does the client compete with?

- Nike, Adidas, Puma, Reebok

What is the client really good at?

- Li-Ning provides high quality sport products at a lower cost, as compared to their international competitors

Puma:

What business is your client in?

- Nike is a major publicly traded clothing, footwear, sportswear, and equipment supplier

Who are your client's customers?

- Sport enthusiast

What do your client's customers value?

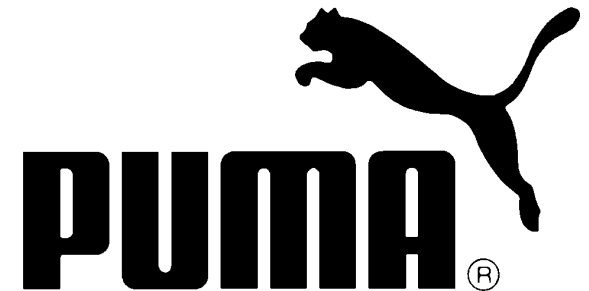
- Excellence and perfection

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Key Strategy - Target Audience

Demographics

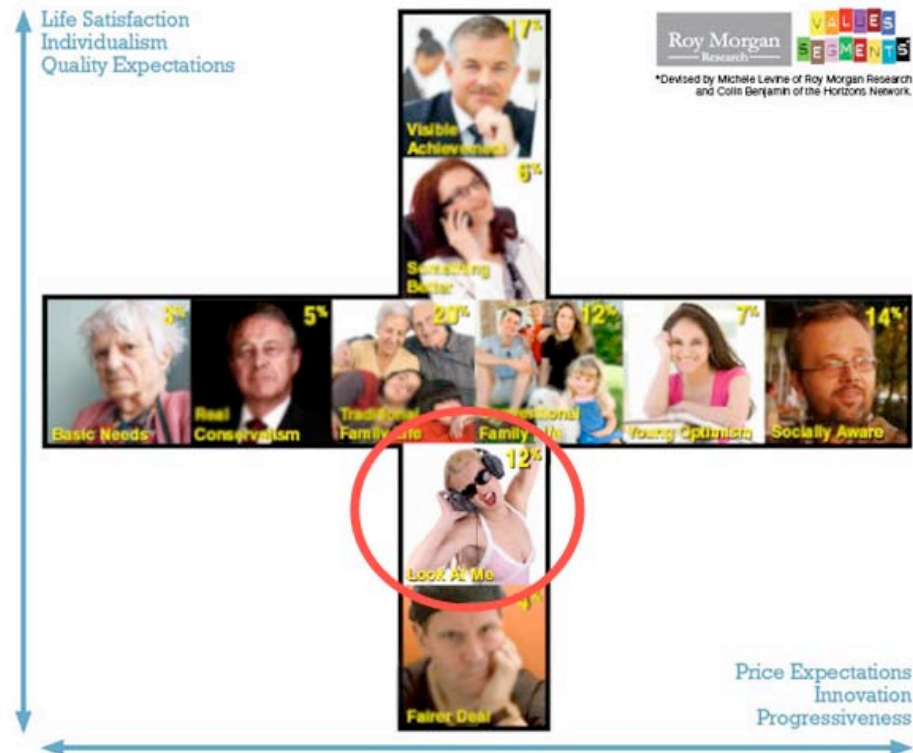
- Gender: Male & Female
- Age: 18 - 24
- Life cycle stage: Bachelor Stage
- Nationality: Singaporeans
- Monthly Income: <\$4000
- Education Level: Diploma – Graduates holders



Psychographic

The target audiences for this are not restricted to avid sports people, but also to those who appreciate a good challenge anytime, anywhere. These individuals possess a competitive nature, they enjoy taking a “never say die” approach in life. The factors that possibly drive their competitiveness would be people that they admire, their aspirations and good feeling that comes out of push themselves to greater heights.

The key insights we gathered from our target audience, is the unfulfilled potential and yearn for success and accomplishment that every young Singaporean has yet to realise.



- Roy Morgan's Value Segment: 'Look at Me'
 - Seek fun and freedom away from family
 - Fashion and trend conscious
 - Hedonism - only living for today, often considering themselves invincible
 - Large users of media

- Lifestyle 4Cs: Explorer
 - Energy-autonomy, experience, challenge, new frontiers, brand choice highlights difference, sensation, adventure, indulgence and instant effect - the first to try new brands

Experiencers



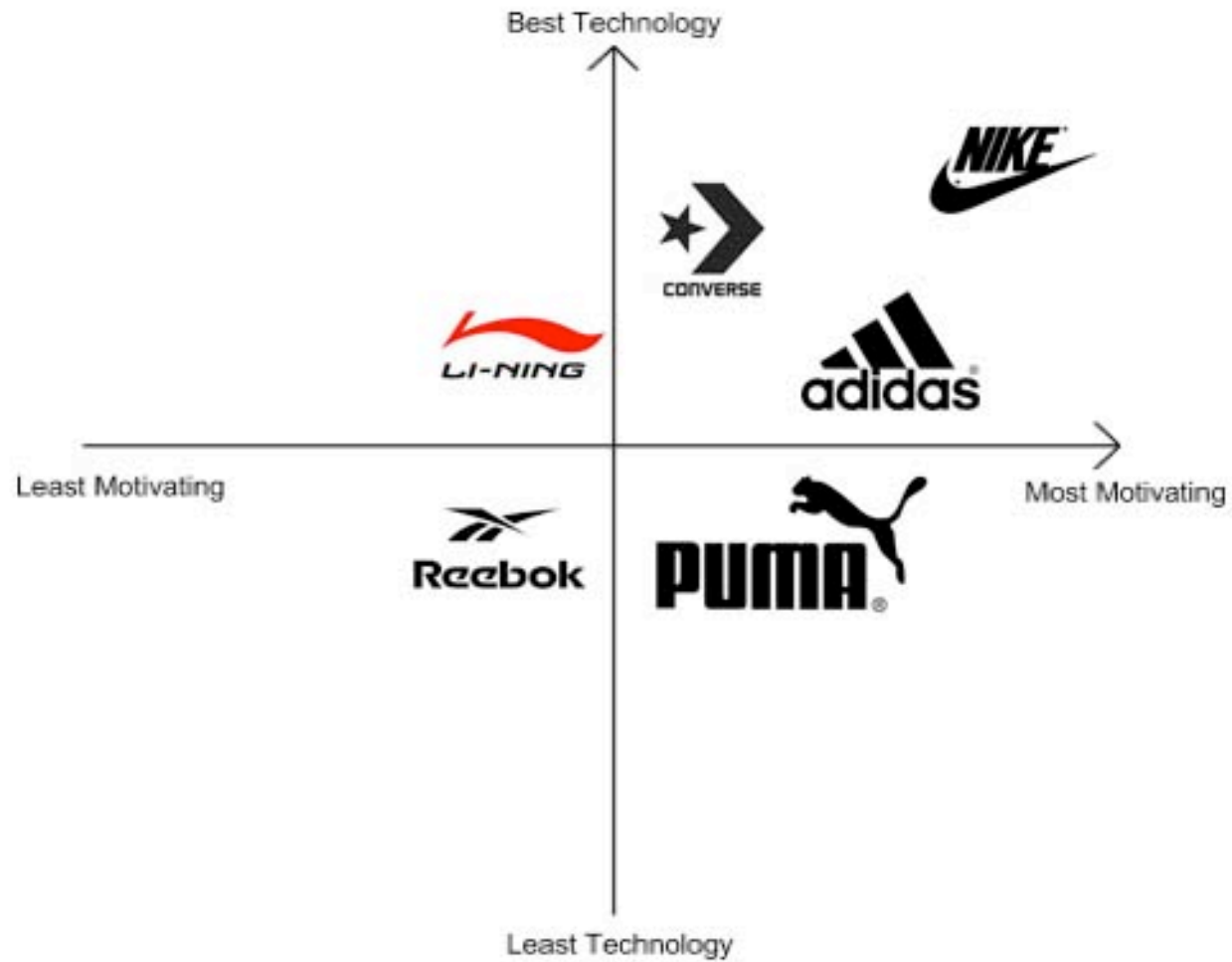
- VALS: Experiencers
 - Motivated by self-expression, these enthusiasts' consumers seek variety and excitement.
 - Their choice of releasing their energy is normally in exercise, sports, outdoor recreation, and social activities.

Positioning Statement

Linsanity for Nike is a brand that challenges and inspires their consumers.

This positioning lies in the intrinsic part of the culture and values that the brand represents. Nike represents a never say die attitude, to 'Just Do It', which is exactly what Jeremy Lin's spirit is about.

Perceptual Map



Creative Brief

Client: Linsanity for Nike

Background:

Jeremy Lin is the NBA's first American-born player of Chinese descent. He captivated sports fans throughout the world when he stepped on to court and impressed the world with his skills early this year.

Lin is the prototypical high-academic-achieving Asian American, but also a basket baller who has shown that he can compete and excel against the world's best players. His attitude, spirit and skill is admired by many, and now, he is set to be the new face of Nike, succeeding other sporting greats like Michael Jordan and Tiger Woods.

Positioning of Brand:

Linsanity for Nike will be a brand that challenges and inspires their consumers.

Objective of Campaign:

To challenge young Singaporeans in the spirit of Linsanity to generate more awareness about the brand (Nike and Jeremy Lin) by triggering on their sense of vigor and passion to be bold and accomplished.

Target Audience profiling and key insight your campaign is leveraged on:

- Young adults between the age of 18 to 24
- Do not necessarily like sports but appreciate a good challenge anytime, anywhere
- Competitive nature, they enjoy taking a “never say die” approach
- VALS: Experiencers – being motivated by self-expression, seek variety and excitement.
- Engage in many exercise, sports, outdoor recreation, and social activities

The key *insights* we gathered from our target audience, is the unfulfilled potential and yearn for success and accomplishment that every young Singaporean has yet to realize.

Advertising Objectives

- To increase awareness of Linsanity for Nike to 70% of our selected target audience
- To be the preferred product line amongst the target audience with the sporting industry

Campaign key message proposition:



DO YOU DARE?

This phrase is intended to excite young individuals, to challenge themselves and amongst their friends to push their limits to achieve a certain goal or embark on something new that they have always longed to do but have held back. This is

beneficial to the audience and the campaign as it will stimulate them, edging them to test themselves; just like how Jeremy Lin is and how this belief is in relation to Nike's branding - "Just Do It", encouraging consumers to be bold and accomplish their goals and dreams.

Young adults want attention

Young adults want to be a stand out so that people will notice them, like being rebellious of social norms in terms of trends and traditions. They tend to shy away from what makes them normal.

Unfulfilled Potential

Being of a young age group, they each possess an unfulfilled potential to be great at something that is not known yet. The willingness to explore their life increases their opportunity to attain greatness.

The campaign is a dare

It is a dare to them to do the extreme through inspiration from others that illuminate the spark inside them and satisfy their need.

Support:

Linsanity's "Do you Dare" is in line with Nike's famous slogan "Just Do It", and it is definitely an indication on how consistent the brand is to deliver to what it promises to its potential and current consumers. Furthermore, it will attract a wider audience for Nike by appealing not only to the basketball fans but also to those who believe in Linsanity's 'Do you Dare' spirit.

Message Strategy

We have chosen 'emotional' and 'humour' strategies in the scenarios.

Tonality

- Inspiring
- Light-hearted

Colour Scheme

The colour scheme chosen for the advertisement contain the theme colours of Jeremy Lin's New York NBA jersey.

The two main colours are:

- Orange
- Blue



Creative Execution

Phase 1: Teaser Advertisements (2 weeks)

The campaign will kick off with the launch of 4 various teaser adverts, which will be placed at outdoor locations – bus stops, taxis, and MRT station platform doors around city areas such as Orchard road, Bugis, Dhoby Ghaut, Somerset and an off-town location – Novena, known for its dedication for sports. These 4 adverts do not look anything like Nike has done previously – instead, it showcases 4 bizarre scenarios with a large ‘DO YOU DARE?’ statement. At the bottom there is also a small website address link to ‘www.nike.com.sg/linsanity’ which provides oncoming viewers a call-to-action scenario, this will help then aid their curiosity and the public can find out more about the campaign on the state website link. This is a good way to create buzz and to capture the attention amongst the target audience, and draw them to Linsanity website.

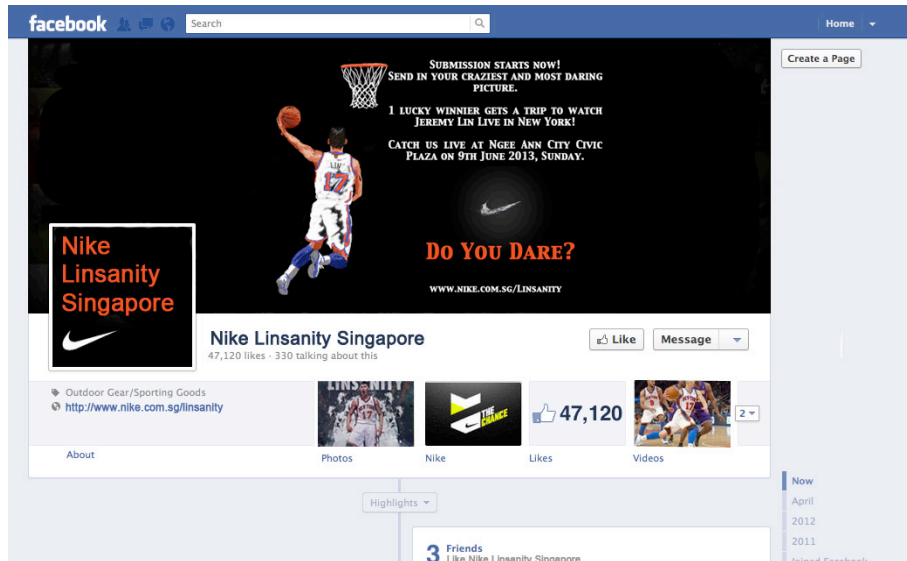
The chosen imagery was divided into 2 different scenarios, one is for those who enjoy a good time and just want to laugh it off, and the other is to generate and electrify those who want to experience a good challenge anytime. The decision is to play on the hearts of the public, to trigger humor and excitement into their eyes. These different insights will then provoke our target audiences to join in the fun and enthusiasm that Linsanity has to offer. All 4 adverts will also be featured in all Nike Stores in Singapore.



Phase 2: Contest (6 weeks)



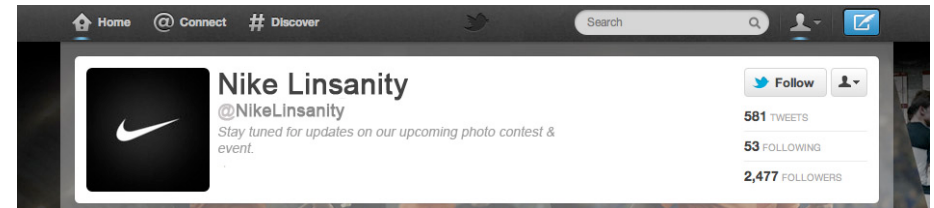
Facebook:



Website:



Twitter:



Next, a more detailed advertisement will be created to answer the undying question on what is this “Do You Dare?” campaign all about. In the advertisement, it will be informative and precise, leading the target market to proceed on to our website to get to know the campaign better. The contest advert will be replacing all the teasers advertisement in the all the outdoor advertising and Nike stores. The contest advert will provide information on the photo competition, whereby participants can send in their most daring, inspiring or just their craziest picture of themselves and stand a chance to win a trip to New York and catch Jeremy Lin live in action at the National Basketball Association (NBAs). Thus, participants have to go online to the stated call-to-action website and post up their best photograph to compete.

Consequently, the website will provide affiliated links to the campaign's Facebook page, Twitter and Nike Singapore webpage. On these social media platform, participants and their friends can post and share their pictures causing a viral web share on the online platform.

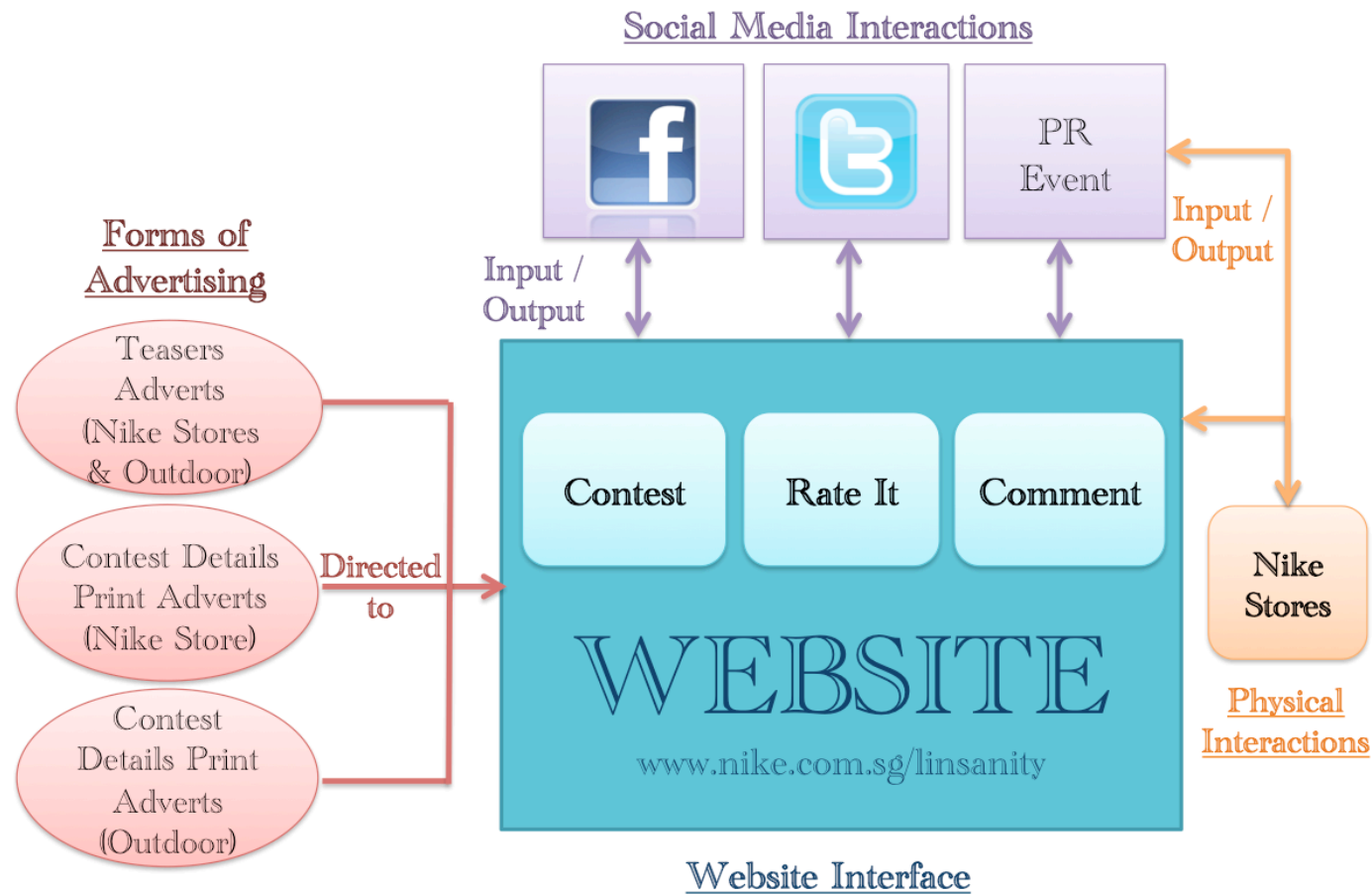
Phase 3: Event/PR (1 day)

The chosen location for the campaign's event is Ngee Ann City Civic Plaza, this location is situated in the heart of town, where the young, excited and lively come together. The Ngee Ann City main attraction is a 3,000 square meter outdoor open semi-circular courtyard suitable for all kinds of events.



Here the event will be launch on June 9, 2013, bringing the top few participants of the photo contest on www.nike.com.sg/insanity. There will be games and smaller prizes to be won, for example – Linsanity caps and shoes, and later into the event, we will be announcing the big prizewinner of the photo contest. This will also help to generate buzz and get the attention of the public as well as social media and possibly publications on the newspaper.

Interaction Strategy



The above flowchart illustrates the interaction among the brand, Linsanity with their targeted audiences. Demonstrating the various strategies using social networking sites and physical communication to interact with the Linsanity campaign.

Media Strategy

Media Objectives

- Our media objectives are to reach 70% of our target audience
- Devise a media mix that is in tune with the lifestyles of our target audience so as to reach them effectively.

Media Plan

April 2013 – June 2013

Geography

The campaign will take place in congruence with the lifestyle and media habits of the target market. As they are always on the go, and mostly around the central shopping districts in Singapore, the out of home mediums used will be situated in these locations. Being avid users of the internet as well, online media and social networking sites will aid in reaching out to them.

Scheduling Pattern

The campaign uses two patterns for different media mix. Continuity is used for online media and print advertisements whilst pulsing is used for print advertisements and promotional activity. The campaign starts off using by building up hype about the challenge initiated by a first series of teaser print advertisements to bringing about the word-of-mouth, after

which, the contest application starts with a second series of print advertisements containing the contest details illuminates the whole campaign, ending with a promotional activity. While the initial adverts and online media will still be in place constantly, up until the end of the campaign.

Media Selection

Out of Home (OOH)

	Reach	Viewership Profile	Frequency	Media Environment
Bus Stop (6 & the City)	20.5% of residents & shoppers in the city	8.2% of the population reside in the Central area of Singapore.	11.7 times	6 & The City Network is guaranteed to capture the attention of thousands of desirable consumers who live, work and play in the business and prime retail districts.

ComfortDelGro Taxi	75% of SG population	39.3% female, 60.7% Male	-N/A-	Singapore's largest taxi operator with more than 17,000 taxis to seek the interest of many on the go.
SMRT Train Station	85% of SG population	57.6% female, 42.4% Male	-N/A-	Operates three main rail lines, the North South Line and the East West Line and the Circle Line with the desirable attention of thousands.

Online

	Reach	Viewership Profile	Media Environment
Facebook	800	Students/Young Working	Ranked as the most used

	Million	Professionals/ PMEBs/Retirees (can be customized to specific demographics)	social networking service by worldwide monthly active users.
Twitter	140 million	Students/Young Working Professionals/PMEBs/Retirees Women is the larger demographic	The world's most popular online community, allowing millions of people to discover, share and socialize worldwide.

Print Media Schedule

Media Size	Position Cost	Insertion	Total No.	April	May	June	Total Cost
Bus Stop (OOH)	6 Sheet	\$560	260	Full Month	Full Month	Full Month	\$168,000
ComfortDelGro Taxi (OOH)	Wholly Painted	S\$500/taxi	150	Full Month	Full Month	Full Month	\$75,000
SMRT Train Station (Platform Screen Doors)	Bugis	11,000/week	1	Full Month	Full Month	Full Month	\$143,000
	Dhoby Ghaut	11,000/week	1	Full Month	Full Month	Full Month	\$143,000
	Somerset	11,000/week	1	Full Month	Full Month	Full Month	\$143,000
	Orchard	13,800/week	1	Full Month	Full Month	Full Month	\$179,400
	Novena	8,000/week	1	Full Month	Full Month	Full Month	\$104,000
Nike Stores	Island-wide	N.A	N.A	2 Weeks	Full Month	Half Month	\$0

Online Media Schedule

	Loading	Cost/Click	Total No.	April	May	June	Total Cost
Facebook	Fanpage	\$0	N.A	Full Month	Full Month	Full Month	\$0
Twitter	Fanpage	\$0	N.A	Full Month	Full Month	Full Month	\$0
Website	Fanpage	\$0	N.A	Full Month	Full Month	Full Month	\$0

Activity Plan

Above The Line	April										May										June									
Bus Stop (OOH)																														
ComfortDelGro Taxi (OOH)																														
SMRT Train Station (Platform Screen Doors)																														
Facebook																														
Twitter																														
Website																														
Below The Line	April										May										June									
Event																														
Nike Stores																														

Note: The official opening of contest submission begins on the second week of April 2013.

Summary of all costs:

Media Budget

Total cost of Print Advertising: \$932,600

Total cost of Online Advertising: \$0

Total Media Budget: \$932,600

Total Activity Costs

Total Cost for Above The Line Advertising: \$932,600

Total Cost for Below The Line Advertising: \$20,000(est)

Total Activity Cost: \$952,600

Campaign Evaluation Methods

Implementation: Media Content Analysis

Print

- No. of press releases
- Accuracy of content (Positive/Negative)

Online

- Number of articles on the Internet
- Number of shared/comments on Facebook / Twitter viral photos
- Accuracy of content (Positive/Negative)

Post Implementation

Research through surveying target audience two months after campaign

- Attain awareness levels of Linsanity
- Obtain perception and the intangible effects of Linsanity as well as against its competitors

Sales Monitoring

- Monitor the sales of Linsanity products after the campaign

Appendix

Teaser Ad Concept 1



Teaser Ad Concept 2



Teaser Ad Concept 3



Teaser Ad Concept 4



Contest Print Advert



**SUBMISSION STARTS NOW!
SEND IN YOUR CRAZIEST AND MOST DARING
PICTURE.**

**1 LUCKY WINNIER GETS A TRIP TO WATCH
JEREMY LIN LIVE IN NEW YORK!**

**CATCH US LIVE AT NGE E ANN CITY CIVIC
PLAZA ON 9TH JUNE 2013, SUNDAY.**







DO YOU DARE?

WWW.NIKE.COM.SG/LINSANITY

Website:



Facebook

facebook   Search  Home 

CREATE A PAGE

Nike Linsanity Singapore
47,120 likes · 330 talking about this

Outdoor Gear/Sporting Goods
<http://www.nike.com.sg/linsanity>

ABOUT PHOTOS NIKE LIKES VIDEOS

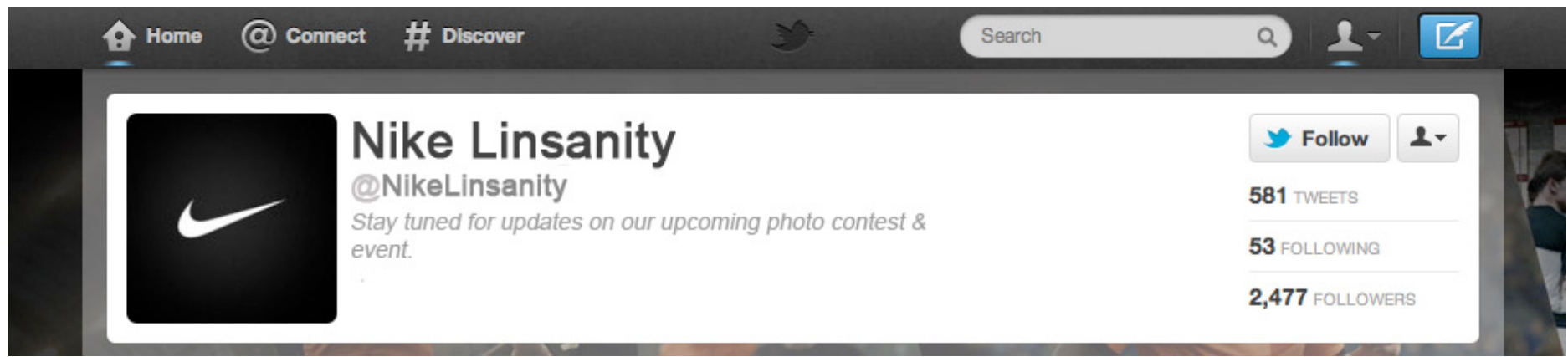
HIGHLIGHTS

3 Friends
Like Nike Linsanity Singapore

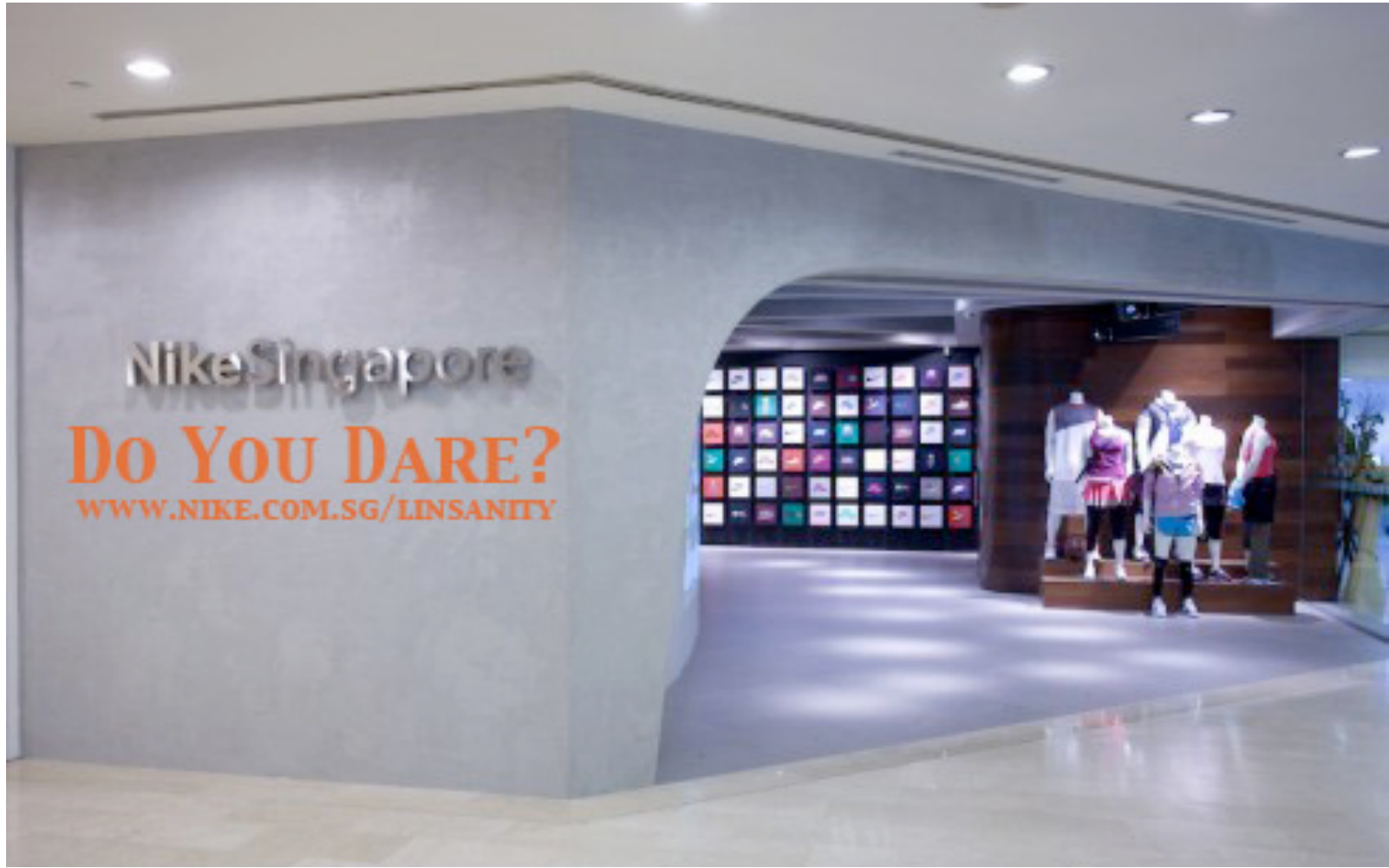
Now
April
2012
2011
Joined Facebook

Do You Dare?
SUBMISSION STARTS NOW!
SEND IN YOUR CRAZIEST AND MOST DARING PICTURE.
1 LUCKY WINNER GETS A TRIP TO WATCH JEREMY LIN LIVE IN NEW YORK!
CATCH US LIVE AT NGEE ANN CITY CIVIC PLAZA ON 9TH JUNE 2013, SUNDAY.
WWW.NIKE.COM.SG/LINSANITY

Twitter



Nike In-Store Advertising



Nike In-Store Advertising



Nike In-Store Advertising

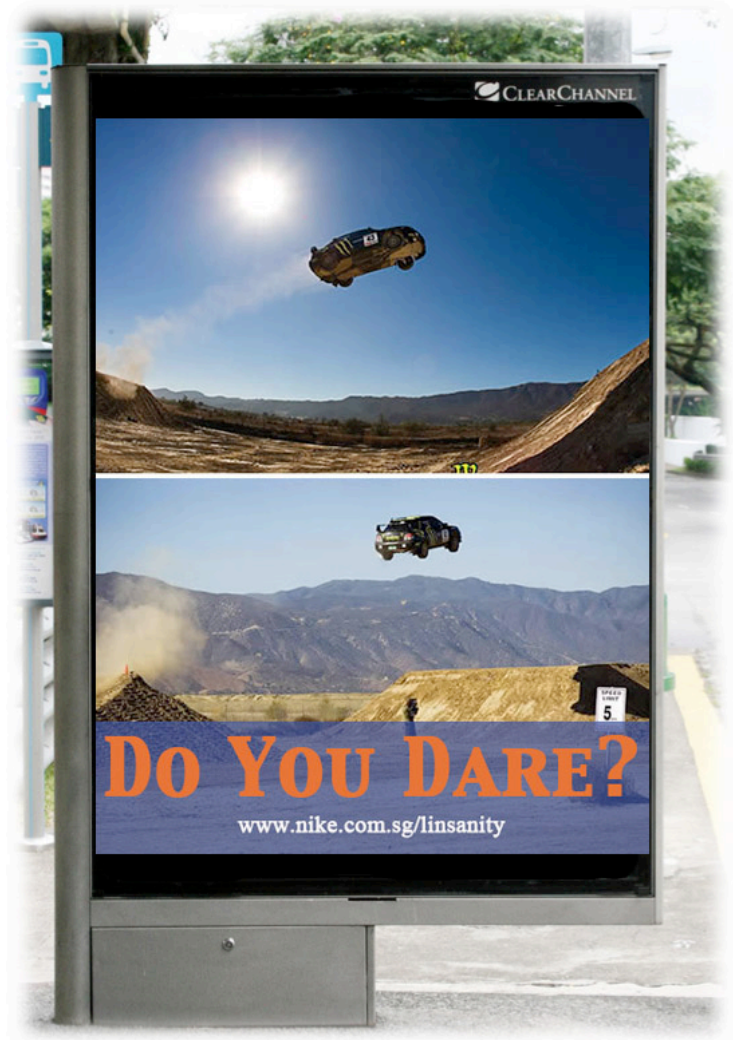


Out-of-Home Advertising

Taxi



Bus Stop



Mrt Platform Door

