



### **64<sup>th</sup> Intake/ DSM 402 / Group assignment for Marketing Communication**

WE LOVE SPORTS.

Roger Federer  
French Open

Cristiano Ronaldo  
European  
Championships

Kara Goucher  
Summer Olympics

Kobe Bryant  
NBA Finals



We declare that this report is **3991 words** in length

**Cordially consolidated by:**

**Leader:** Michelle Zheng Pei Yi (S8822344Z)

**Members:** Noorjanah Khatoon Bte Mohd Khan Sarattee (S7930425E)

Eugene Nah (S7925122D)

Huang PeiLing (S8827406G)

## Content Page

1.1 Nature of Business.....	Page 3
1.2 Nike Origin and Background.....	Page 3
1.3 Nike Popularity.....	Page 4
1.4 Key Milestone I.....	Page 5
1.4 Key Milestone II.....	Page 6
1.4 Key Milestone III.....	Page 7
2.0 Competitor Analysis.....	Page 8
2.0 Competitor Analysis II .....	Page 9
2.1 Competitor Market Analysis .....	Page 10
3.0 Consumer Analysis.....	Page 11
3.1 Consumer Analysis – Characteristic of Generation Y .....	Page 12
4.0 Product Background.....	Page 13
4.1 Market Challenges.....	Page 14
5.0 Campaign Objectives.....	Page 15
5.1 Campaign Selling Idea.....	Page 16
6.0 IMC Tools I.....	Page 17
7.0 IMC Tools II.....	Page 18
7.0 IMC Tools III.....	Page 19
7.0 IMC Tools IV .....	Page 20
8.0 Evaluation Methods.....	Page 20
References.....	Page 21



## **1.1 Nature of Business**

Nike Inc. principal business activity is the design, development, worldwide marketing and distributor of high quality footwear, apparel, equipment, and accessory products for a wide variety of sports and fitness activities.

Nike is the largest seller of athletic footwear and athletic apparel in the world acclaimed. Nike sells their product to retail accounts through Nike-owned retail including stores and internet sales, and through a mix of independent distributors and licensees, in over 170 countries around the world.

Nike products are manufactured by independent contract manufacturers and most of Nike products are manufactured outside of the United States. (1)

## **1.2 Nike's Origin and Background**

Nike co-founder Phil Knight & Bill Bowerman a legendary track coach started as an importer of Japanese shoes. Blue Ribbon Sports (BRS) was the company created in 1964 to provide athletes with better shoes. It wasn't until 1971 that BRS introduced the concept of the Greek winged Goddess of victory, **Nike**. In 1978, BRS officially changes its name to Nike Inc.

Nike has established a strong Brand Asset Value (BAV) with several wholly-owned subsidiaries including Cole Haan, Converse Inc., Hurley International LLC, NIKE Golf, and Umbro Ltd. Nike headquarter is located near Beaverton, Oregon, a suburb of Portland, Nike Towns, the first store, opens 1990. Today Nike operates in more than 160 countries around the globe. Through suppliers, shippers, retailers and other service providers. Nike is constantly involved in the design, development, and marketing. The company has relied on consistent innovation in the design of its products and heavy promotion to fuel its growth in both U.S. and foreign markets.

### 1.3 Nike's Popularity



*NIKE, Inc. President and CEO Mark Parker said "We have powerful competitive advantages in our portfolio – innovative and compelling products, brands that are distinct and relevant to their consumers, and the world's greatest athletes and teams. Our focus is to build, fuel and accelerate the power of our portfolio."(2)*

The Nike brand generated \$16.7 billion in revenue for the fiscal year 2009, another record performance, as footwear sales topped \$10 billion and apparel sales topped \$5 billion. Sales for the Jordan Brand exceeded \$1 billion. (3)

Nike Inc. has been able to attain a premier position through "quality production, innovative products, and aggressive marketing. In recent second Forbes Fab 40, a ranking of the world's top sports brands, reveals that Tiger Woods, **Nike** ( NKE - news - people ), Manchester United and the Super Bowl are the most valuable names in their respective categories. (9)

Nike's distinctive competency lies in the area of marketing, particularly in the area of consumer brand awareness and brand power.

While the reasons that Nike is successful in marketing their products are numerous, this key distinctive competency towers over the competitors. As a result, Nike's market share is number-one in the athletic footwear industry..

With its motivational slogans like, "Just Do It," and symbols like the Nike "Swoosh," couple with sports icons to serve as instant reminders of the Nike Empire with marketing campaigns that emphasize fitness, competition, and sportsmanship, consumers identify their purchases with the prospect of achieving greatness. Consumers benefit from this positive influence. This image is something that competing companies cannot easily duplicate.

**Nike popularity owes its success through constant effort of being innovative through the means of research and development. It is further enhanced with the help of extensive marketing and exposures. These are made possible with celebrity endorsement as well as the use of opinion leaders; mainly contributed by the star power.**

## 1.4 Key Milestone I



Nike

In 1982, Nike released the Air Force 1, a basketball shoe that featured a revolutionary technological innovation: a pocket of air in the heel for cushioning and support. The shoe, although expensive at \$89.95, was an immediate hit among players, from the N.B.A. to the playground, with professionals like Moses Malone and Michael Cooper endorsing them and wearing them during games



*Moses Malone was an early adopter.*



The famous rapper Nelly recorded an ode titled “Air Force Ones.”

“It’s the No. 1 seller in the history of athletic footwear,” said Matt Powell, an analyst at SportsOneSource, a research and data firm in Charlotte, N.C., that follows the sporting-goods industry and Powell estimated that about 12 million pairs of the Air Force 1 were sold at its peak in 2005. (4)

## 1.4 Key Milestone II



The Pegasus 25, Nike's best selling running shoe, is considered.

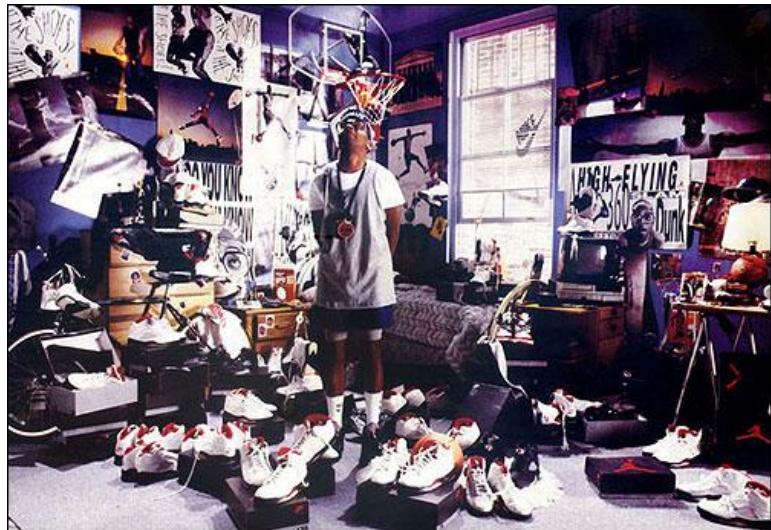
### NIKE, Inc. debuts Nike Considered Design

NEW YORK, NY. - October 28, 2008 - **NIKE, Inc.** (NYSE:NKE) today debuted Nike Considered Design, its latest products which combine sustainability principles with the newest innovations for sport. While Nike has delivered consumers Considered products for several years, for the first time, Nike Considered Design will be featured in all of Nike's six key categories: basketball, running, football (soccer), women's training, men's training and sportswear, as well as in tennis and ACG (All Condition Gear). (5)



LeBron James (Born December 30, 1984) is an American professional basketball player for the Cleveland Cavaliers of the NBA. Nicknamed "King James," he was a three-time "Mr. Basketball" of Ohio in high school, and was highly promoted in the national media as a future NBA superstar while a sophomore at St. Vincent-St. Mary High School. Now, let's know the detail information of **Lebron James Shoes**. At the tender age of 18, Lebron James inked an \$80 million contract with Nike to be the exclusive outfitter of his footwear and clothing needs for 7 years. This was the largest shoe deal ever made and especially for an 18 year old. The first Lebron James shoes were released only a few months after the deal was made. Nike has released 3 models of the Air Zoom Lebron series so far as well as many exclusive Lebron Air Force Ones and a few special edition Lebron James Dunks SB. Keep your eyes open and your wallet full, there are many more exclusive colorways coming out of each model including SVSM colorways of every model of Lebron James shoes. The **Lebron James Shoes** deal was far larger than the one Nike made with Michael Jordan. Jordan received only a 5 year, \$2.5 million dollar contract. Lebron James earned more than 25 times more per year with his sneaker deal than Jordan did with his Lebron James shoes! (6)

### 1.4 Key Milestone III



The 1980's were marked by the signing of Michael Jordan as a product spokesperson, revenues in excess of \$1 billion, the formation of Nike International Ltd., and the "Just Do It" campaign. Nike created a signature shoe for him, called the *Air Jordan*



#### About Kobe Bryant Shoes

Kobe Bryant (Born August 23, 1978) is an American shooting guard who plays for the Los Angeles Lakers in the NBA. Bryant enjoyed a successful high school basketball career and made instant headlines when he decided to go directly into the NBA upon graduation .Have you paid any attentions to Kobe Bryant shoes? As we know, Kobe Bryant shoes are special designed for him to celebrate his immense success on court. Up to date Nike have launched several generations and various styles of excellent NBA basketball player Kobe Bryant official signature shoes, **Kobe Bryant Shoes** have maintained the top position in the market for many years for they could provide speed, strength, increased flexibility, traction, comfortable, ventilation, and support, etc. (7)

## 2.0 Competitor Analysis

Competitor	List of Products	Strengths	Weaknesses
 	<b>TECHFIT™ Seamless Compression</b>  <b>TECHFIT PowerWEB</b>  <b>TECHFIT™ Tuned Compression</b>	<p><b>Prepare Compete Recover</b></p> <p>Adidas strategies were based on endorsement focus strategy, advertising, sponsorship programs focusing on major global events, sports associations, and teams, and sub-brands.</p> <p>Product innovation. Adi Dassler registered more than seven hundred patents.</p> <p>Active promotion of global sporting events, especially the Olympics. At the 1972 Olympic game in Munich, every official wore Adidas – Deep heritage</p> <p><b>Advantage with Salomon</b></p> <p>Product range - Winter sports incl. skis, snowboards, snowblades, ski boots and bindings, inline skates, hiking, apparel. <b>Mavic</b> -Cycle components, <b>Bonfire</b> - Snowboard apparel. <b>Arc'Teryx</b> - Outdoor apparel, climbing equipment, <b>Cliché</b> - Skateboard equipment, footwear and apparel</p>	<p><b>Pricing</b></p> <p>By comparing the prices of the product category with its competitor, Adidas pricing is higher ad may lose price sensitive customers to competitors.</p> <p><b>Focus too diversified</b></p> <p>Looking at the merchandise Adidas they are too diversified and is trying to gain every piece of share in the market. Thus, they are not able to be leader in the majority sports category.</p>
<b>Nike</b>  	<b>Long-sleeve Half Zip Running Shirt</b>  <b>JAM Performance Running Jacket</b>	<p><b>Unique Strategy</b></p> <p>PUMA is positioned as a sport lifestyle brand that takes pleasure in skillfully combining sports and lifestyle influences and which strives to contribute to a better world.</p> <p><b>Consumer-oriented &amp; Society-driven</b></p> <p>PUMAVision and the four principles are put into practice through the programs: puma.safe (environmental and social standards), puma.peace (supporting peace initiatives worldwide), and puma.creative (supporting artists and creative organizations).</p> <p><b>Product development</b></p> <p>PUMA engaged London fashion designer Hussein Chalayan as creative director for the creative orientation of the PUMA. Looking to strengthening the design competence of the brand in the lifestyle fashion segment, PUMA is cooperating with other top designers such as Alexander McQueen and Yasuhiro Mihara basis.</p> <p><b>Sustainable product</b></p> <p>Puma look to provide their merchandise by using the best raw material. For example, “the procuring of raw materials through the “Cotton made in Africa” initiative and the building up of suppliers’ capacities”</p> <p><b>Pricing</b></p> <p>Puma’s merchandise pricing is reasonable and they adopt the price penetration method where their products are cheaper than its competitors.</p>	<p><b>Insufficient Marcom efforts</b></p> <p>As comparing to its competitors, Puma’s Marcom efforts are lower than its competitors. Although Puma have involved in sponsorship of jersey to World cup teams (e.g. Uruguay) and engaging endorsers like Bolt, there are still marcom area where Puma can go into to reach its target audience.</p> <p><b>Insufficient R&amp;D</b></p> <p>Puma’s merchandise technologies have been one of its biggest weaknesses. Looking and its main competitors (Nike and Adidas), they have invested a lot into R&amp;D of new technology where Puma have been stagnant</p>

## **2.0 Competitor Analysis II**

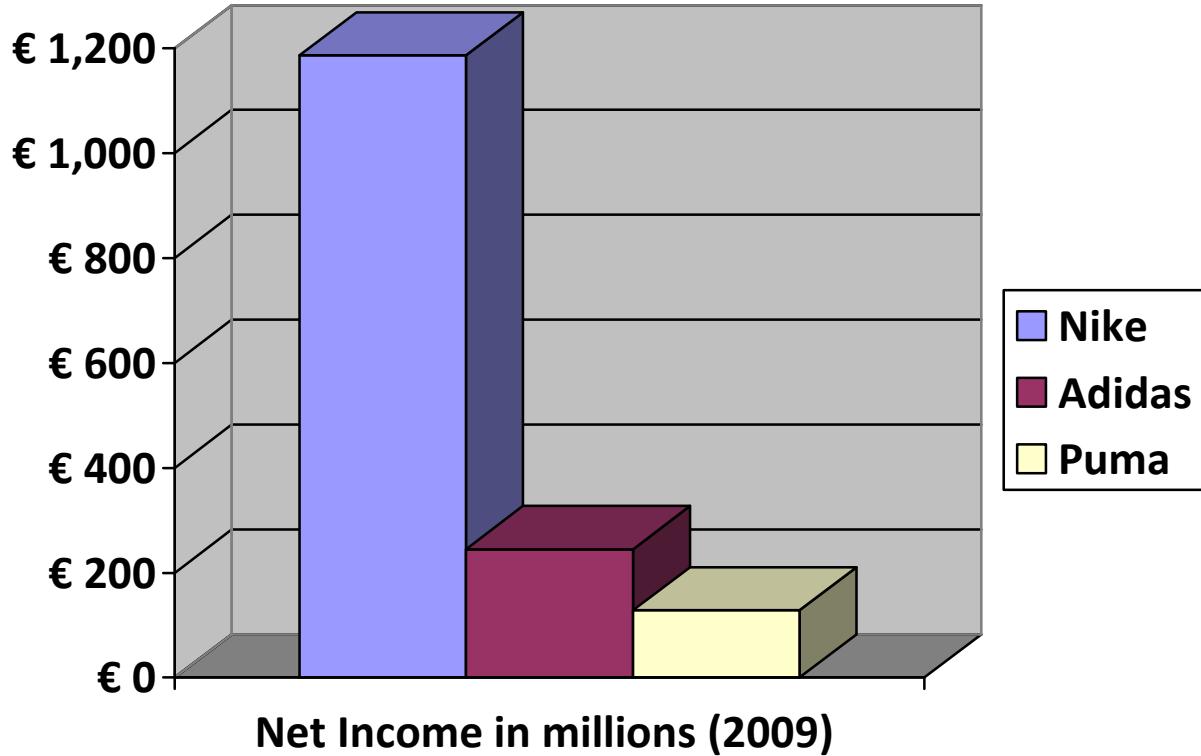
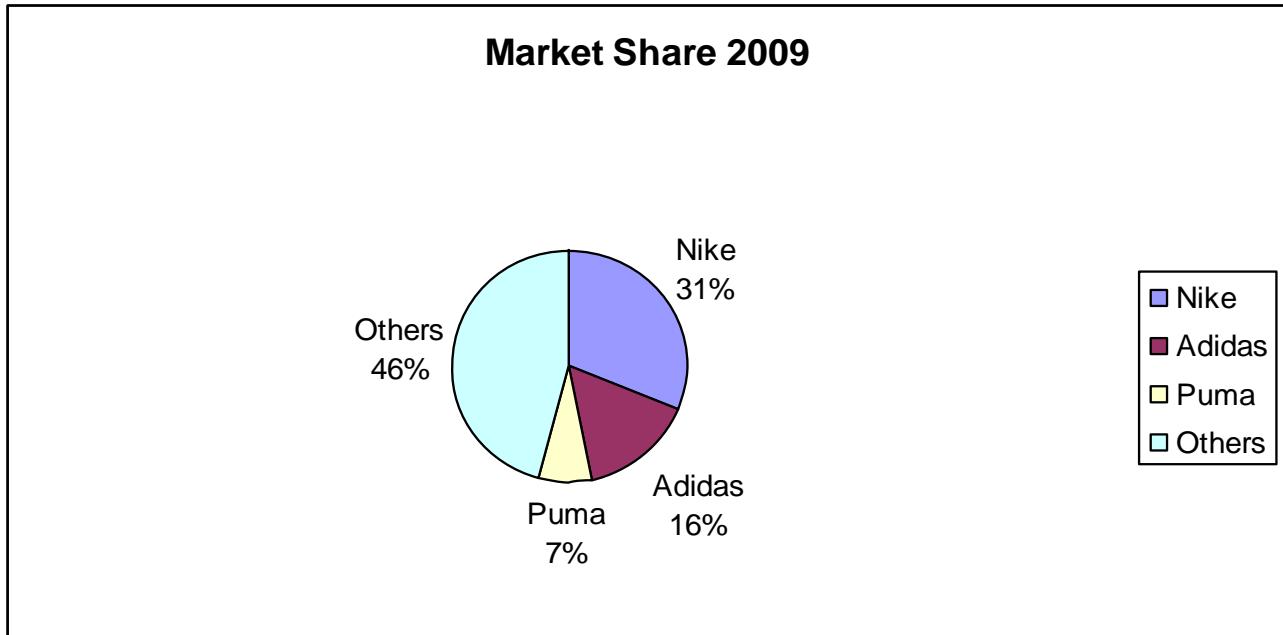
There are in actual fact 3 big players in the market namely Nike, Adidas and Puma for the sports apparels.

This is so as Reebok have been acquired by Adidas: accounts for 25 % of Adidas sales. One of the competitors, Converse is also under Nike.

Thereafter, the rest of the player may be categorized under one of the many few small players in this market.

As such the above reinstates Nike's direct competitor analysis--- Adidas and Puma.

## 2.1 Competitor Market Analysis



<sup>ii</sup> Figures derived from:

[http://about.puma.com/?page\\_id=8](http://about.puma.com/?page_id=8)

[http://about.puma.com/wp-content/themes/aboutPUMA\\_theme/financial-report/pdf/Group\\_Management\\_Report\\_for\\_Financial\\_Year\\_2009.pdf](http://about.puma.com/wp-content/themes/aboutPUMA_theme/financial-report/pdf/Group_Management_Report_for_Financial_Year_2009.pdf)

[http://media.corporate-ir.net/media\\_files/irol/10/100529/AnnualReport/nike-sh09-rev2/docs/Nike\\_2009\\_10-K.pdf](http://media.corporate-ir.net/media_files/irol/10/100529/AnnualReport/nike-sh09-rev2/docs/Nike_2009_10-K.pdf)

<http://adidas-group.corporate-publications.com/2009/gb/en/consolidated-financial-statements/consolidated-income-statement.html>

### 3.0 Consumer Analysis

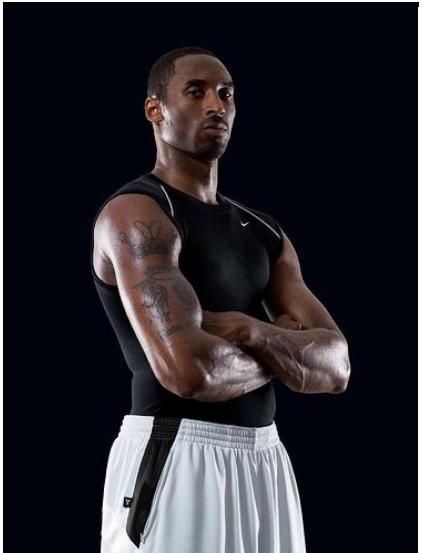
Buyer Behaviour	Descriptions
Age	From 21-30
Gender	Male
Income bracket	Annual Income SGD 20,000-40,000
Occupation	White Collar, Working Executive, Junior Managerial Positions in both Private and Public sector
Consumer Values	<p>You are what you consume: Social Identity</p> <p>Aims to achieve Self Esteem under Maslow Hierarchy of Effects</p> <p>Ethnic diversity</p> <p>The increase in importance to dress well for social acceptance due to social comparison.</p> <p>Fun Exciting Life</p> <p>Freedom</p> <p>Resisting conformity: Have a mind of their own</p> <p>77% Text Message everyday: requires immediate responses; instantaneous</p> <p>Different communication expectations through text message,</p> <p>Impatient: Time poor and time constraint</p> <p>51% expect to be promoted 1-2 yrs</p> <p>77% will decide in 6 months to stay with your organization</p> <p>Technologically ahead of older co-workers</p> <p>Emphasis on Work Life Balance</p>

### 3.1 Consumer Analysis- Characteristics of Generation Y:

- **Demographics:** Millennials are very ethnically and culturally diverse, with a multicultural outlook and a left-leaning political orientation. The younger cohort, age 18-24, accounts for 59% and Hispanics a powerful 22% of the adult Echo Boom.
- **Finances:** Gen Y's love-hate relationship with credit cards, education expenses and high APRs, combined with a desire for luxury products and a seeming inability to save money, means they tend to be cash-crunched.
- **Technology, Media and Marketing:** Media saturated and digitally dependent for their sense of self, Millennials experience media, technology, socialization, advertising, community and personal consciousness as almost seamlessly integrated.
- **Eating In, Dining Out:** With a developing preference for organic, functional and sustainably farmed produce, Gen Y adults embrace healthy, well-balanced meals as long as they come in snazzy recyclable containers, don't require cooking and don't interfere with snacking.
- **Wellness, Work and Leisure:** Not so much about anti-aging and physical fitness, Gen Y wellness means that leisure and work should be personally fulfilling; that community and environmental health are a team effort, preferably supported by one's employer; and that relationships are the key to personal well-being.

## 4.0 Product Background

### Stay Warm, Stay Cool, Stay Protected



#### Stay Cool:

Dri-Fit feature keeps you dry by wicking sweat and moisture away from skin

#### Stay Warm:

Insulated Fabric retains heat and allows body to stay warm in cold conditions.

#### Stay Protected:

4 way stretch fabric that allows for maximum range of motion in all direction.

Super soft threads to help reduce chafing.

Exceptional durability and features similar to that of a stretch-tape neck help deliver long-lasting performance and support.



#### Material:

Heather: Dri-FIT 45% polyester/39% nylon/16% elastane jersey.

Solid: Dri-FIT 84% polyester/16% elastane jersey

#### **4.1 Market Challenges**

The athletic footwear, apparel and equipment industry is keenly competitive on a worldwide basis. Hence the greatest market challenge is to compete internationally with a significant number of players including their largest competitor Adidas and Puma. Nike as the market leader, has to assess the success rate of the launch of Nike Pro. This is to determine if the product could help them to further enhance the position that they have established in the consumer's mind.

As elaborated earlier in Nike's key milestone, their strength and major sales contributes from the footwear. Henceforth it is highly essential to reinforce and position Nike apparel to be as well as Nike footwear in consumer's perception is very crucial. Nike needs to radically correct the misconception that Nike only excels in footwear.

As addressed by Nike CEO, apparel is the next big thing. Sports apparel if successful, is very lucrative and regarded as a good opportunity for Nike. All these measures could assist Nike in sustaining their position as a market leader, by moving away from a saturated footwear market, and by tapping on areas that have yet to be targeted by its competitor, and that is compression wear.

The intense competition and rapid changes in technology and consumer preference requires Nike to be constantly innovative to come up with new products and ideas that are able to entice the consumers' attention. One obstacle that prevents marketing messages from being efficient and effective is noise. Noise is anything that distorts or disrupts a message. It can occur at any stage in the communication process. Clutter usually comes from overabundance of messages in every available channel. (10)

Transmitting the message effectively is a great challenge for launching a new product in the market. This is so as consumers are constantly being surrounded with too many information, resulting in some messages not being able to reach the target audience, wrong messages being transmitted therefore the additional challenge is to examine the effectiveness of mass media advertising.

Many of the sports uses the mode of media advertising, therefore consumers may be exposed to more than a single brand at any point in time. The key is to create an impression resulting in a purchase.

Segmenting the market audience is to match the product with the most lucrative sets of customers. Marketing segmentation are of great value in completing a promotional opportunity analysis. (11). In this Nike Pro context, the compression wear wish to appeal to male consumers from the age bracket of 21-30, mainly comprising of the Generation Y.

Advertising objective is to reach as many people as possible.

## 5.0 Campaign Objectives



Nike pro adopts quantifiable (to determine, to indicate or to express the quantity of) comprising of 35%, behavioral (an interdisciplinary field studying the effects of genetics and hereditary factors on human behavior) made up of 20% of, and last but not least the attitudinal (manner, disposition, feeling, position, attitude) aspect percentage of 45% towards consumers so as to achieve the fullest campaign objective.

- Gain maximum exposure to target audience through mass media advertising, the ability to reach as many consumers as possible within hours of launch.
- “Curiosity kills the cat”, a form of guerrilla marketing to arouse public to download the video for viewing to generate more awareness.
- To appeal to consumer that the product is cool and masculine with the sports star endorsement.
- The product is pre-approved by top Spanish sports titles giving an additional boost the product credibility
- To establish new product awareness that Nike not just does well in footwear but apparels as well.

## 6.0 Campaign selling idea

Nike Pro is a professional's secret weapon and it's cool.



Get ready for the ultimate secret weapon: Today's athletes are bigger, stronger and colliding at higher speeds than ever before.

As a result, serious athletes are adding an essential piece of equipment to their arsenal:

Nike Pro made for intense play or practice is a tight-fitting base layer top that helps keep you cool and dry.

Dri-FIT fabric actively breathes and moves moisture away from the skin for a cooler, drier experience.

Seamless construction with shaped side seams offer reduced chafing and added comfort.

Nike Pro signature at the neckline

## 7.0 IMC tools

The campaign serves to launch Nike Pro's apparel and to gain awareness of this new product through buzz and guerilla marketing. This is a breakthrough to create excitement through spreading the product via word of mouth.

The Nike Pro compression wear advocates cool, comfortable and expressive with its stay warm, stay cool and stay protected features.

IMC is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program. Successful campaigns are all about integration and layering, through these means, it allows the product to reach consumers. It eventually becomes an evoke set of consideration availing to consumers, and therefore the effectiveness of an Integrated Marketing Communication is very critical to the success of a brand new product.

Communication can take place in transmitting, receiving and processing information. Visual and audio communication has a high intrusion value to captivate the viewer's attention and present persuasive messages.

Traditionally, marketing activities includes advertising, sales promotions and personal selling activities. The integration of promotional efforts has expanded to activities like database marketing, direct marketing, sponsorship marketing, e-active marketing, guerilla marketing, alternative marketing and public relations.

Nike uses billboards to communicate to commuters on the go, Bluetooth downloads to motivate video sharing, magazine to target consumers by demographic and lifestyle. Lastly, sports celebrity such as Rafael Nadal and Fernando Torres as their star endorser.

## 7.0 IMC Tools II

Media	Advantages	Disadvantages
<b>Outdoor Advertising</b>	<ul style="list-style-type: none"> <li>• Able to select key geographic areas</li> <li>• Accessible for local ads</li> <li>• Low cost per impression</li> <li>• Broad reach</li> <li>• High frequency on major commuter routes</li> <li>• Large, spectacular ads possible</li> </ul>	<ul style="list-style-type: none"> <li>• Short exposure time</li> <li>• Brief messages</li> <li>• Little segmentation possible</li> <li>• Cluttered travel routes</li> </ul>
<b>Magazine Advertisement</b>	<ul style="list-style-type: none"> <li>• High market segmentation</li> <li>• Targeted audience interest in magazine</li> <li>• Direct-Response techniques (e.g. coupons, web addresses, toll free numbers)</li> <li>• High color quality</li> <li>• Availability of Special features (scratch &amp; sniff)</li> <li>• Long life</li> <li>• Read during leisure time (longer attention to ad)</li> </ul>	<ul style="list-style-type: none"> <li>• Declining readership (some magazines)</li> <li>• High level of clutter</li> <li>• Long lead time</li> <li>• Little flexibility</li> <li>• High cost</li> </ul>

Date taken from Table 8.2 to 8.6 Media Selection Pearson, Integrated Advertising, Promotion and Marketing Communication Fourth Edition, Kenneth E. Clow Donald Baack

### Guerilla Marketing

Such marketing tactics are designed to obtain instant results while using limited resources; it relies on creativity and the willingness to try unusual approaches. Nike has applied this methodology in launching Nike Pro by the use of Bluetooth video download stipulated at billboard locations.

Guerilla Marketing also uses surprise tactic to reach consumers, it promotes a one to one relationship to consumer through innovative means, in this case to promote video sharing upon downloading the video.

It tends to focus on specific regions of areas to cater to a certain demographic profile. The idea is to create excitement that could lead to spreading of information through WOM by increasing consumer involvement.

Through the Guerilla Marketing, Nike Pro was able to successfully evoke a cool image to the consumers by the surprise technique.

## **7.0 IMC tools III**

### **Buzz Marketing**

Nike smartly uses this buzz marketing technique through the sharing of video via internet and mobile phone.

This is one of the fastest growing marketing strategies via alternative media marketing that Nike have selected to tap on. It encourages consumers to pass along information about Nike Pro; because a recommendation by another person could be more powerful than the words of a paid spokesperson.

By the smart use of Buzz Marketing, Nike Pro's video displaying the various scenes of Rafael Nadal, Fernando and other top notch sports player was able to spread the word of Nike Pro Compression Wear as a professional's secret weapon effectively.

### **Billboards**

Billboards provides a 24/7 advertisement to reach out to consumers. Placements such as subway entrance and strategic location whereby thousands of commuters could view the advertisement are the maximum exposure. Billboards are the most common of outdoor advertising; outdoor advertising has changed dramatically with advances technology. Nike has incorporated a blue tooth feature with its billboard for the commuters to download/view and share the videos.

The billboard display a picture of Rafael Nadal wearing Nike Pro, consumer would be able to relate Nike Pro as a cool professional compression wear.

### **Mobile Phone**

Almost all the individuals within the targeted audience group own a mobile phone. Henceforth mobile phone is one of the best tools to spread Nike Pro's launch. Mobile phone video downloads stirs excitement and commotion due to the nature of the curiosity in consumer's mind wanting to find out about the entire video content.

Also, downloads are free of charge and can be circulated easily amongst your circle of friends.

This is one of the fastest modes of spreading the word around effectively, this technique cool pass Nike Pro off as being cool.

## 7.0 IMC Tools IV

### Specialized Magazines

Such magazine type is effective in targeting specific consumers by their demographics and lifestyle. It is well able to communicate to the targeted market segment, and effective in its ability to captivate high audience interest as one of the distinctive advantage.

Consumers reading magazines tend to view and pay attention to advertisement that relates to their lifestyle and interest. Magazines are also normally read during leisure time; that could dedicate more time to being exposed to the advertisement. Hand in hand, the high quality color printing is able to produce intriguing and enticing advertisement that can last for a longer time.

Please refer to below magazines selected to promote Nike Pro: -

1) The Men's Health Magazine enables Nike to specifically target their group of audience. The magazine covers various topics that would captivate a male's attention of the targeted age group. The age bracket could well range from boys turning men at 18 to a mature age of 36.

The Men's Health Magazine generally covers following: Grooming, Sex & Woman, Nutrition, Health, Guy wisdom, Weight Loss, Fitness.

2) Similarly, consumers that would purchase Sport Life magazine would usually be active in sports and be physique conscious. Consumers of this target group could also be on a look out for up-to-date sports gear/ apparels for their sports activity engagement, and this could in turn increase their interest in Nike Pro Compression Wear.

Therefore the above magazines selected as the marketing medium would be effective as sportsmen always believe that a good light-weight material outfit would also help them perform and excel better in their own sports.

Henceforth, with the use of the 2 top sports magazine helps to enhance the credibility of the source.

### Stars Endorsement

Stars endorsement renders the motivational strength and direction to purchase the endorsed product. It enhances one's social acceptance when consumer uses the product, this could be perceived as an association to the star's persona. By using sports celebrities like Rafael Nadal, a star tennis player, could evoke a message that the product is cool.

Strong source credibility is essential as it portrays a positive brand image of the product, by having top Spanish Sport Titles acknowledgements gives consumer the extra confidence in purchasing Nike Pro.

## **8.0 Evaluation Methods**

The final step in an advertising campaign is to measure the results related directly to the objectives Nike is seeking to achieve with the campaign. In this case, the objective is to build awareness. A successful campaign may be measured in terms of how many people are now aware of the product.

In this instance, prior to the advertising campaign for Nike Pro, a random survey may be undertaken of customers within a target market to see what percentage are aware of Nike Pro. Once the campaign has run, a second, post-campaign or post-test measure is undertaken to see if there is an increase in awareness. Such pre and post testing can be done no matter what the objective including measuring the impact, of the campaign message.

For this Nike Pro campaign, blue tooth counter device can be installed to monitor the number of downloads. Magazines sales can also be evaluated by the number of purchases and post purchase survey to measure the effectiveness of the advertisement.

### **Is Nike Pro Successful in their Marketing Strategy?**

Within hours, content was circulating via internet and mobile downloads. That made Nike Pro the 2<sup>nd</sup> fastest selling product in Nike history.

### **Conclusion**

With the above we conclude that Nike was successful in marketing their product through the IMC program.

The IMC program was successful due to the effectiveness of the guerilla and buzz marketing and by singing a single note.

**References:**

- (1) Accessed on 10 June 2010  
[http://www.nikebiz.com/responsibility/documents/9\\_Nike\\_CRR\\_Nike\\_Biz\\_C.pdf](http://www.nikebiz.com/responsibility/documents/9_Nike_CRR_Nike_Biz_C.pdf)
- (2) Accessed on 10 June 2010  
[http://www.nikebiz.com/media/pr/2010/05/5\\_NikeInvestorMeeting.html](http://www.nikebiz.com/media/pr/2010/05/5_NikeInvestorMeeting.html)
- (3) Accessed on 20 June 2010  
[http://www.google.com/imgres?imgurl=https://materials.proxyvote.com/Approved/654106/20090724/AR\\_44240/800/nike-intro.jpg&imgrefurl=https://materials.proxyvote.com/Approved/654106/20090724/AR\\_44240/HTML1/default.htm&usg=\\_\\_7yu\\_w27GXQ6z7KduKUM\\_W9BJuPc=&h=600&w=777&sz=100&hl=en&start=11&um=1&itbs=1&tbnid=Mf2v9Vo-ifdMwM:&tbnh=110&tbnw=142&prev=/images%3Fq%3Dnike%2Bannual%2Breport%2B2009%26um%3D1%26hl%3Den%26newwindow%3D1%26rls%3Dcom.microsoft:en-sg:IE-SearchBox%26rlz%3D1I7ADRA\\_zh-CN%26tbs%3Disch:1](http://www.google.com/imgres?imgurl=https://materials.proxyvote.com/Approved/654106/20090724/AR_44240/800/nike-intro.jpg&imgrefurl=https://materials.proxyvote.com/Approved/654106/20090724/AR_44240/HTML1/default.htm&usg=__7yu_w27GXQ6z7KduKUM_W9BJuPc=&h=600&w=777&sz=100&hl=en&start=11&um=1&itbs=1&tbnid=Mf2v9Vo-ifdMwM:&tbnh=110&tbnw=142&prev=/images%3Fq%3Dnike%2Bannual%2Breport%2B2009%26um%3D1%26hl%3Den%26newwindow%3D1%26rls%3Dcom.microsoft:en-sg:IE-SearchBox%26rlz%3D1I7ADRA_zh-CN%26tbs%3Disch:1)
- (4) Assessed on 20 June 2010  
<http://www.nytimes.com/2007/12/23/sports/23shoe.html>
- (5) Assessed on 25 June 2010  
[http://www.csrwire.com/press\\_releases/24988-NIKE-Considered-Design-Products-That-Redefine-Performance-and-Sustainability](http://www.csrwire.com/press_releases/24988-NIKE-Considered-Design-Products-That-Redefine-Performance-and-Sustainability)
- (6) Assessed on 5 June 2010  
[http://www.nike-star-shoes.net/LeBron\\_James\\_Shoes.html](http://www.nike-star-shoes.net/LeBron_James_Shoes.html)
- (7) Assessed on: 4 June 2010  
[http://www.nike-star-shoes.net/Kobe\\_Bryant\\_Shoes.html](http://www.nike-star-shoes.net/Kobe_Bryant_Shoes.html)
- (8) Assessed on: 18 June 2010  
<http://www.marketwatch.com/story/nike-jumps-after-results-promise-continued-demand-2010-03-18>
- (9) Assessed on: 19 June 2010  
<http://www.forbes.com/2010/02/03/most-powerful-sports-names-tiger-woods-nike-cmo-network-sports-brands.html>
- (10) Pearson, Integrated Advertising, Promotion and Marketing Communication Fourth Edition, Kenneth E. Clow Donald Baack. Pg. 31
- (11) Pearson, Integrated Advertising, Promotion and Marketing Communication Fourth Edition, Kenneth E. Clow Donald Baack Pg. 125