

Integrated Communication Plan - Observed



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Promotion Principles

Western Technical College

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Nike, Inc. Overview



Description of Business:

- American multinational corporation
- World's largest athletic apparel company
- Designs, markets, and distributes high quality footwear, apparel, equipment, and accessories

General Purpose of Business:

“Unite the world through sport to create a healthy planet, active communities, and an equal playing field for all.”



**MOVE
TO
ZERO**

*sustainability logo

Situation Assessment

MARKETING OBJECTIVES

The top **marketing** objective is to increase the quality of products in order to meet the needs of all their customers, all around the world.

- Emphasis on research and development
- Incorporation of technology
- Improved consumer services
- Expansion of markets

COMPETITORS

- **Adidas**
- **New Balance**
- Sketchers
- ASICS
- Steve Madden
- Reebok
- Under Armour
- Lululemon
- Puma



Target Audience

Demographics:

- Roughly 15-45 years old
 - Middle-aged consumers with disposable income
 - Youth to ensure growth and build retention
- Higher-income
- Upper middle-class
- Both male and female

Geographics:

- Worldwide
- Mostly urban centers
- North America consistently generates the most revenue

Behavioral:

- Sports enthusiast
- Active lifestyle
- Healthy lifestyle
- Brand conscious
- Image conscious
- Tech savvy

Psychographics:

- Aspirers
- Succeeders
- Consumers motivated to be fit and stay on trend

Breakout segments

- Weekend runners
 - Consumers genuinely interested in training, possibly for competition
 - Awareness
- Style shoppers
 - Younger consumers who are fit yet fashion conscious
 - Loyalty



Paid, Owned, and Earned Tactics

PAID TACTICS

Nike collaborated with Billie Eilish who then posts and promotes the shoes and apparel she helped design on Instagram, creating an **in-feed unit**.

OWNED TACTICS

Nike partnered with Billie Eilish and posted pictures from a photoshoot with her on their Instagram and a section of their website is dedicated to this collaboration.

EARNED TACTICS

Nike and Billie Eilish's collaboration got feedback from consumers online immediately. Using a celebrity increased the number of **impressions**.



lucy.dibblee I've been waiting for these for so long but the price is insane 😭

1w 157 likes Reply Send



consul_lifestyle ❤️ Good Job ❤️

7h 2 likes Reply Send

Measure the Impact



Cost Per Thousand

Nike could measure the impact of their collaboration with Billie Eilish by dividing the cost of the ad by every thousandth impression.



Clickthrough Rate

They could measure their **reach**, and then see out of that many consumers, how many people clicked on the link.



Revenue

How much money was spent in total to market and create the campaign subtracted by the total revenue made.

OR

The total revenue divided by the total campaign spend would provide the **return on ad spend**.

Conclusion

Pictured right: Julissa Aaron on Nike's website talking about the new release.



Choosing a celebrity like Billie Eilish and using sustainability efforts was a very smart idea to increase Nike's reach even further and boost retention with their **universe**. Consumers are paying for the product, but they will also pay for the why behind the product, which is what makes this approach so appealing and successful.

In the future, Nike should continue to promote their new collaborations. There was only one social media post on Instagram revolving the collaboration and the collection was hard to find on their website at first. Putting it front and center could boost sales and catch consumers attention more easily.

<https://www.nike.com/launch>