

PACE 2.5

NIKEGO

No Strings Attached



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NIKEGO

Value Proposition

We provide small wireless earbuds, for the determined and focused athlete in everyone. Unlike other earbuds, we provide high quality sound in durable earbuds that allow people take their music on the go without a connected device.





NIKEGO

Product Overview


Features

- NikeGo App
- Digital MEMS Microphones
- Passive bilateral noise isolation
- 4GB Flash Storage
- 100 mAh Battery with playtime of 5 hours
- Performance tracker
- Touch Control

Three-in-One

- A one-touch standalone music player
- A live sports assistant
- A smartphone companion

Means of Differentiation

- Water resistant
 - Bluetooth 4.1
 - Wireless
 - High quality
- 

NIKEGO

Target Market





Objectives and Strategies

OBJECTIVES

- Increase awareness to 50% of the market.
- Capture 5% of the premium earbud market.
- Reinforce Nike's brand image

STRATEGIES





Positioning and Campaign Theme

- High quality for an average price
- Capitalize on the existing positioning of Nike
- Large target market
- Key benefits
- Evoke desire from non users

*Wearing the signature Nike brand in their ears, all these people hear is the sound of victory.
That sound never stops.*



Media Recommendations



IMC

(Traditional Advertising)



#NikeGo, No Strings Attached.



TV Advertising

Sep 1st – Dec 1st

IMC

(Traditional Advertising)



**Magazine
Advertising**

Sep 1st – Feb 1st

IMC

(Traditional Advertising
+ Sales Promotion)



**In-store POP
Advertising**

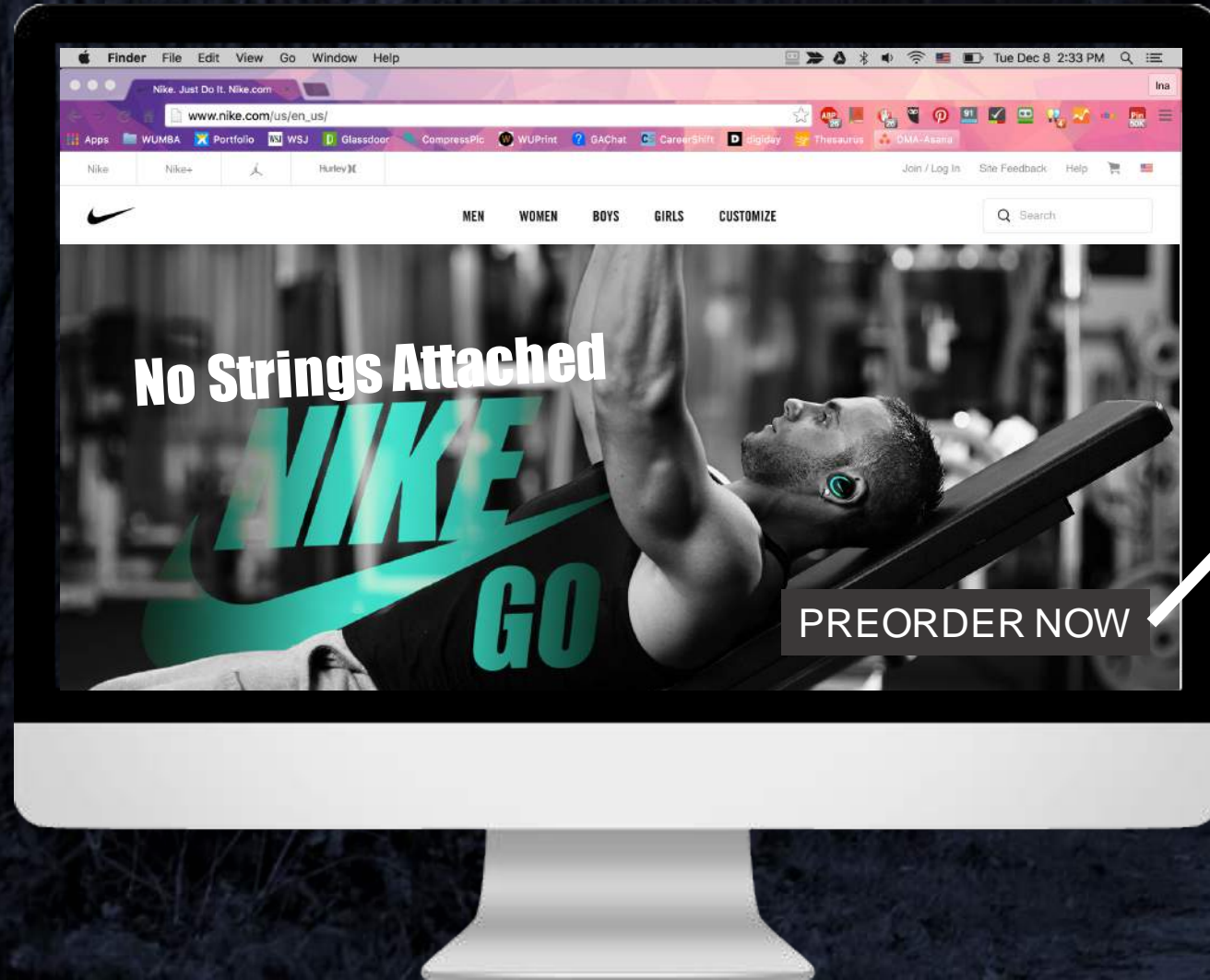
Oct 1st – Feb 1st

**Holiday Sales
Promotion**

Nov 15th – Jan 15th

IMC

(Online Advertising)



IMC

(Online Advertising)



IMC

(Online Advertising)



**Paid Advertising
and Retargeting**



Campaign Flowchart

SEP

OCT

NOV

DEC

JAN

FEB

Television Advertising

Magazine Advertising

In-store POP Advertising

Holiday Promotion

Email List

Social Media

Retargeting

Paid Advertising



1

Increase Awareness and Induce Trial

- Weekly monitoring of Social Media
- Close and frequent monitoring and engagement of the early adopters who chose to sign up for our mailing list

2

Increase Market Share

- Track quarterly reports from our company and our competitors

3

Reinforce Nike's Brand Image

- Weekly analysis of Social Media
- Nike Consumer

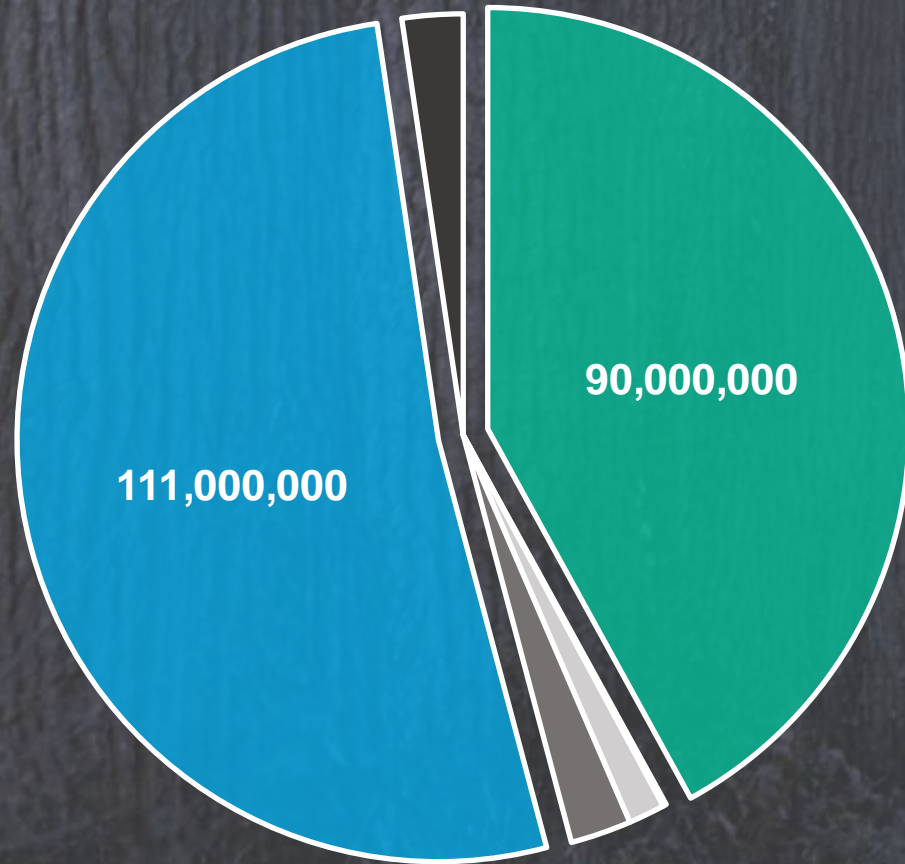


Projected Budget

Customer Metric	2016 (Base Year)	2017	2018	2019
Market Demand (# of units in millions)	110	114	119	124
Market Share (%)	5%	7%	7%	8%
Customer Volume (millions)	6	8	8	10
Revenue / Unit	\$249	\$249	\$249	\$249
Sales Revenues (\$ millions)	\$1,370	\$1,994	\$2,074	\$2,465
Percent Margin (%)	25%	25%	25%	25%
Gross Profit (\$ millions)	\$342	\$498	\$518	\$616
Marketing Expenses (% sales)	16%	11%	11%	9%
Marketing Expenses (\$ millions)	\$214	\$220	\$227	\$234
Net Marketing Contribution (\$ millions)	\$128	\$278	\$291	\$382
Marketing ROS (%)	9%	14%	14%	16%
Marketing ROI (%)	60%	126%	128%	164%



Projected Budget



Online Marketing Expenses

111 Million Dollars

National Ad Expenses

90 Million Dollars

Other Expenses

13 Million Dollars

■ Total National Ad Expenses ■ Total Magazine Ad Expenses ■ Total In-store POP Expenses
■ Celebrity Endorsement ■ Online Marketing Expenses ■ Other Expenses

THANK YOU





QUESTIONS?

NIKEGO

Product Overview

Water Resistant Up To One Meter

Bluetooth 4.1

Wireless and Device Less

High Quality



\$249



Projected Budget

14%



□ Sales Revenue

■ Marketing Expenses
(In \$ Millions)