

## 2. Nike's product and service offering, target segments and promotion

**Video: Nike presentation 2019**

**BRAINSTORMING**

**Presentation of Nike's products & services [2.04:03.54] :**

What do you feel while watching this presentation of Nike's products and services?

**Tip:** where does the Air Force 1 fit? What about your favourite Nike product?

→ Presentation not efficient. Needs pictures, data, examples. An interesting topic, make it stand out!!!!

**Presentation of Nike's 3 target segments [03.55: ] :**

Q1. What is Nike about, rather than just its products? (4.05)

→ Lifestyle

Women segment:

Q2. What specific women's apparel has Nike expanded? (4.33)

→ **sports bras and tights**

Q3. How did women's sales grow in the last quarter? (4.40)

→ by double digits

Compared to men's?:

→ outpacing them

Q4. What is the athleisure trend about? (4.56)

→ Women buy leggings to wear them to the gym, running errands or even brunch.

Q5. How much could women's line add year to year? (5.12)

→ \$ 2 bn

## YOUTH

Q6. How does Nike get youngsters to wear its products? (5.20)

→ Nike gets youngsters to wear its products through sponsorship with local leagues, clubs and federations

Q7. What other means are successful to attract the young people? (5.33)

→ It also sees partnerships with professional athletes as an important way to draw young customers (all NFL teams currently wear Nike products)

Q8. What champions, what sports are quoted here? (5.45)

→ Kobe Bryant (Basket Ball), Federer (Tennis)

(test on Bryant 's fatal crash)

## RUNNING

Q9. Is the running segment performing as well as the other 2 previous segments? Does it **fulfill** Nike's **expectations**? (5.57)

→ It grows less quickly than the other 2 segments

→ It does not grow as well as what Nike would like it to

→ But it remains the largest segment however

Q10. What is special about this segment? (6.12)

→ Nike consistently/constantly produces new running shoes like Lunar Tempo and marketing it as a lifestyle rather than just a sport

→ It also works on its Nike Plus Running App tracking heartrate, distances and goals (continuous product enhancement). Revamping it.