

# NIKE XTREME

## Marketing Brief and Plan

**Group Number:** 7

**CSCM1030 Marketing Fundamentals, York University**

**Instructor's Name:** Heath Applebaum

**Assignment Due Date:** February 15, 2024

Submission by:

Lipasha Salian	220909743
Mannat Narula	220052015
Mohammed Khalid Shaikh	220932117
Srishti Ruhela	220826699
Swapnali Sarode	220795936

# NIKE XTREME

## /Product and Marketing Background

Nike, a global leader in sports apparel and innovation, has entered the extreme sports market with a groundbreaking product: the Nike Xtreme suit. This innovative suit features an airbag system that activates upon impact, offering unprecedented protection to extreme sports enthusiasts. Designed for activities where the risk of injury is high, the suit embodies Nike's commitment to athlete safety, performance enhancement, and technological advancement.

### ✓ **Current Market Situation**

The extreme sports market is in a growth phase, fueled by rising interest in outdoor and adrenaline-pumping activities among younger demographics. This growth is driven by a desire for unique experiences, lifestyle expression, and the increasing visibility of extreme sports through social media and professional events. The market shows potential for innovation, especially in safety equipment, where there is a demand for products that combine advanced technology with performance.

### ✓ **Market Overview**

Market-wise, extreme sports have seen significant growth, attracting a young, adventurous demographic. Nike's challenge lies in penetrating a market dominated by niche brands that resonate deeply with the extreme sports culture. However, leveraging its reputation for quality and innovation, Nike aims to establish the Xtreme suit as essential gear for safety-conscious athletes.

- **Psychographics of Target Market:** Values adventure, excitement, self-expression, and are eager for adrenaline-fueled experiences.
- **Market Size & Scope:** Global scope with significant markets in North America, Europe, and parts of Asia. The size is expanding as more people engage in extreme sports activities.
- **Buyer Behavior:** Looks for products that enhance performance and safety. Brand loyalty can be strong if the brand resonates with their personal identity.

### ✓ **PESTLE Analysis of Nike Xtreme**

- **Political:** Trade policies and regulations affecting import/export of sports equipment.
- **Economic:** Economic fluctuations can impact disposable income and spending on leisure activities.
- **Social:** Growing interest in extreme sports as part of a healthy and adventurous lifestyle.
- **Technological:** Advances in materials and safety technology offer opportunities for product innovation.
- **Legal:** Safety standards and liability laws affecting product design and marketing.
- **Environmental:** Sustainability concerns influencing product materials and company practices.

## /Product and Marketing Background

### ✓ Marketing Background

The marketing background is built upon a strategic framework that targets the extreme sports market through a blend of digital innovation and community engagement. Central to this strategy is the utilization of social media platforms and influencer partnerships to amplify product visibility and engage directly with the core audience. By targeting high net-worth individuals and leveraging strategic collaborations with events and athletes in the sports arena, Nike plans to increase brand awareness, drive sales, and position itself as a leader in safety-oriented sports apparel.

Additionally, Nike leverages its brand heritage in sports to sponsor key extreme sports events, positioning the Xtreme suit as the pinnacle of safety and performance technology. This approach not only showcases the product's unique features but also aligns with Nike's mission to inspire and enable athletes to push their limits safely. Through these efforts, Nike aims to cement its presence in the extreme sports segment, driving brand loyalty and market penetration.

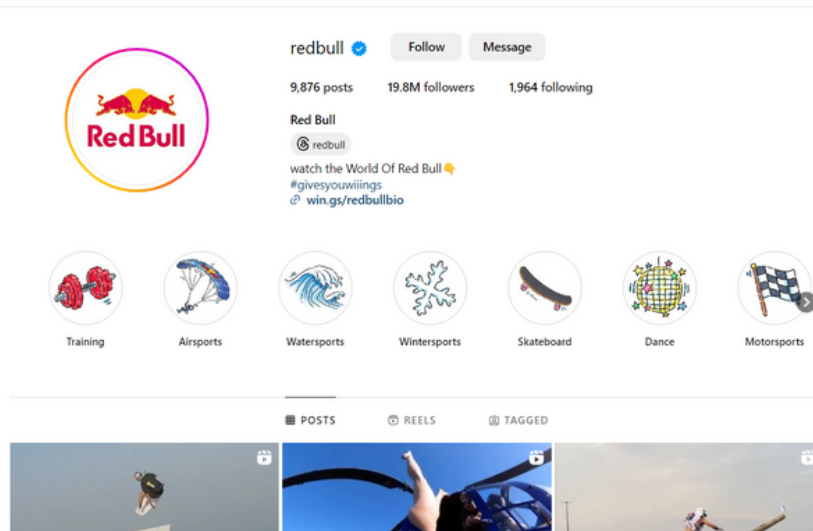
### ✓ Overview

- Product:
  - Nike Xtreme suit features an innovative airbag system for protection.
  - Designed for extreme sports enthusiasts, enhancing safety and performance.
  - Emphasizes Nike's commitment to technological advancement and athlete safety.
- Market Insight:
  - Targets the growing extreme sports market, appealing to young, adventurous demographics.
  - Aims to penetrate a niche market, challenging established brands with a focus on safety and innovation.
- Marketing Strategy:
  - Digital-focused approach, leveraging social media and online platforms.
  - Partnerships with influencers and athletes to showcase the suit's benefits.
  - Engaging content that highlights safety, performance, and technological features.
  - Strategic collaborations with extreme sports events to increase brand visibility.
- Objectives:
  - Establish the Nike Xtreme suit as essential gear for safety-conscious athletes.
  - Drive brand awareness and sales in the extreme sports apparel segment.
  - Position Nike as a leader in innovative, safety-oriented sports gear.

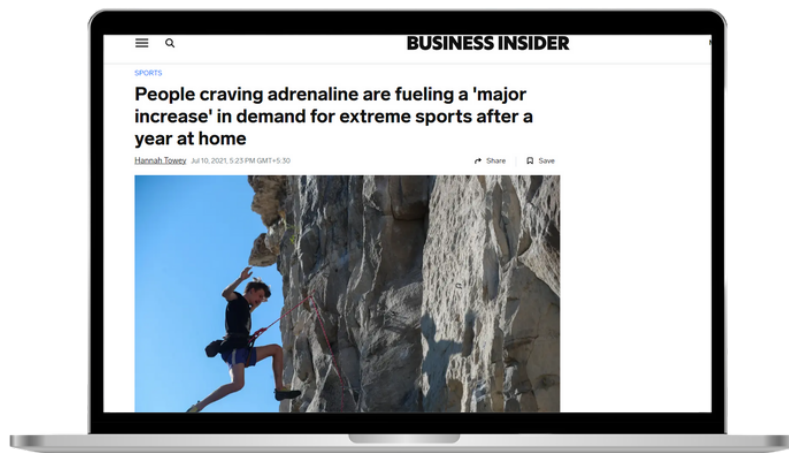
# NIKE XTREME

## /Marketing Objectives

- Increase brand awareness of Nike Extreme by generating two million social media impressions over the next three months. The followers of the competitor brand which is Red Bull has 19.8M followers.



- Boost sales of Nike Extreme products by 15% by the end of the year
- Expand market share of Nike Extreme in the extreme sports segment by 10% by the next quarter.



- Enhance customer loyalty and retention of Nike Extreme by offering exclusive discounts and rewards to repeat buyers and also organizing extreme sport events.

# NIKE XTREME

## /Marketing Objectives



- Establish Nike Extreme as a leader and innovator in the safety-oriented sports apparel industry by showcasing testimonials and reviews from satisfied customers and experts for example: Lewis Hamilton, Alana Blanchard, Xavier De Le Rue & Ryan Doyle.



Alana Blanchard



Xavier De Le Rue



Lewis Hamilton



Ryan Doyle

# NIKE XTREME

## /Marketing Objectives

- To raise interest in and awareness of Nike Extreme among influencers and fans of extreme sports. Over the next three months, we want to create and distribute two million social media impressions by telling engaging tales about our customers and influencers, as well as showcasing the qualities and advantages of our products.
- To make Nike Extreme the industry leader in safety-conscious apparel for extreme sports. Our goal is to secure a 30% market share by the end of the year by setting ourselves apart from the competitors through our superior and inventive products, in addition to our robust brand image and reputation.
- Objective To increase Nike Extreme sales by fifty percent. Before June 30th, we want to give away free trials, vouchers, and discounts to the first 1000 consumers who subscribe to our newsletter or follow us on social media. This will support our efforts to draw in more clients, boost conversion rates, and encourage word-of-mouth recommendations.
- Objective To increase Nike Extreme customers' satisfaction and loyalty. Within 12 months of product launch, we hope to have achieved a Net Promoter Score of 80% or above and to have offered outstanding after-sales service, warranty, and feedback channels. This will improve lifetime value, lower churn, and assist us keep our current clientele.
- To establish a network of Nike Extreme advocates who will tell their colleagues and networks about their experiences and endorsements. By sometime after launch, we hope to introduce a referral program that gives them free merchandise, gift cards, or cash back for each successful referral. This will support our efforts to increase client loyalty, trust, and base.

## /KPI's

- Number of social media impressions, followers, likes, comments & shares.
- Sales revenue, volume, growth rate & average order value.
- Market share percentage, penetration rate & competitive advantage.
- Customer retention rate, repurchase rate, life value & referrals percent.
- Customer satisfaction score, net promoter score & brand reputation score.



# NIKE XTREME

## /Customer Persona



**Age:** 28

**Gender:** Male

**Occupation:** Software Engineer

**Income:** High Net Worth Individual (HNI)

**Location:** Toronto, Canada

## Personality

- Analytical
- Ambitious
- Socially Conscious
- Risk Taker

## Likes and Dislikes

Participating in adventure activities	Mediocrity
Being Around Nature	Unproductive days

**"Life is either a daring adventure or nothing at all." - Helen Keller**

## Bio

Alex is a tech-savvy and ambitious software developer for a renowned tech company. He lives an active lifestyle and enjoys extreme sports like Formula One racing. Extreme sport carries hazards, which Alex understands, and he appreciates safety precautions that let him follow his passion without jeopardizing his health.

## Hobbies and Interests

- **Extreme sports:** In particular, snowboarding, surfing, and Formula One racing.
- **Technology:** Appreciates keeping up with the most recent developments in the field.
- **Outdoor Activities:** Enjoys exploring the great outdoors and taking on new, daring adventures on the weekends.
- **Fitness:** Upholds a regular exercise regimen and healthy lifestyle.

## Goals

- Desires to participate in extreme sports competitions as an amateur.
- Eager to incorporate innovations and cutting-edge technologies into both his personal and professional life.
- Put your own safety and well-being first.

# NIKE XTREME

## /Strategy

- To promote and advertise Nike Extreme items and brand awareness, work with reputable and relevant extreme sports organizations, events, and media platforms.



- Get surveys and feedback sessions done with current and future potential customers to find out about their needs, preferences, and level of satisfaction with Nike Extreme products and services.
- Our plan is to reach and influence our target audience using a mix of traditional and internet media. We'll use social media sites like Facebook, Instagram, YouTube, TikTok, and Twitter to post user-generated content, customer and influencer stories, and highlights of Nike Extreme's features and benefits. Additionally, we're going to start a blog and a website where we'll publish interesting and educational articles regarding safety advice, product updates, and promotions in addition to extreme sports. Also with showcases and demonstrations of our products, we'll also be taking part in extreme sports-related activities, exhibitions, and competitions. We'll also be handing out fliers, brochures, and samples.
- Create informative and entertaining material which highlights the benefits and features of Nike Extreme products through articles, podcasts, data visualizations, and stunt videos.
- On platforms like Instagram, YouTube, TikTok, and others, communicate with the target audience through using hashtags, celebrities, difficulties, and other social media resources.
- Create a referral program whereby existing customers are given discounts and freebies for convincing their friends and family to try Nike Extreme products.



## /Tactics

### **Nike Xtreme Adventure Sports Showcase**

#### **Objective:**

To demonstrate the Nike Xtreme Air Bag Suits in use across a range of adventure sports disciplines, using well-known athletes' fame to connect with the intended audience and create awareness for the product.

#### **Key Elements:**

##### 1. Event Concept -

- A number of live displays and demonstrations of the Nike Xtreme Air Bag Suits in various adventure sports environments, such as surfing, snowboarding, and Formula One racing, will take place during the event.
- A well-known athlete from the activity in question—Lewis Hamilton for Formula One racing, Alana Blanchard for surfing, or Xavier de le Rue for snowboarding—will host each portion of the event.

##### 2. Venue Selection -

- The location will be selected according to how well it can accommodate a variety of adventure sports events, including surfing on a beach, snowboarding on a snow resort, and Formula One racing on a racetrack.
- There should be enough room at the location for media coverage, fans, and interactive displays that highlight the Nike Xtreme Air Bag Suits.

##### 3. Event Schedule-

- The program will be broken up into distinct sections, each of which will highlight an adventure sport and include Nike Xtreme Air Bag Suits.
- Live demonstrations, athlete interviews, interactive displays, and audience participation chances will all be featured in each segment.
- The timetable will be meticulously designed to guarantee a smooth progression of events and optimize audience engagement and enthusiasm.

##### 4. Athlete Participation-

- Prominent sportsmen including Lewis Hamilton, Xavier de le Rue, and Alana Blanchard will be invited to take part in the occasion as representatives of the Nike Xtreme Air Bag Suits.
- The sportsmen will interact with members of the media and the public while showcasing the suits' functionality and safety features.
- In addition to drawing attendees and fans, their presence will give the Nike Xtreme Air Bag Suits and the event legitimacy and authenticity.

## /Tactics

### 5. Interactive Exhibitions-

- The event will include interactive exhibits showcasing the technology and ingenuity behind the Nike Xtreme Air Bag Suits in addition to live demonstrations.
- In addition to learning more about the features and design of the product, attendees will get the chance to try on the suits and immerse themselves in virtual reality simulations of extreme sports events.
- Attendees will have a better overall experience and be able to interact directly with the company and its representatives thanks to interactive displays and demonstrations.

### 6. Media Coverage-

- Media outlets, such as sports networks, lifestyle magazines, and internet platforms, will cover the event in great detail.
- Press releases, media kits, and invitations will be sent out to guarantee that as many journalists and reporters as possible will attend.
- To reach a larger audience and create buzz and anticipation for the Nike Xtreme Air Bag Suits, live streaming and social media updates will be used.

### 7. Audience Engagement-

- To make the event unforgettable for participants, audience engagement events like autograph signings, Q&A sessions, and picture ops with the athletes will be planned.
- Participants will be encouraged to interact with the company and its products through interactive contests and giveaways.
- In order to get insights and comments from attendees, surveys and other data gathering techniques will be used. This information will be used to inform future marketing campaigns and product development projects.

## **Proposal for a Strategic Partnership: Audi's Formula 1 Entry and the Nike Xtreme Airbag Suit, 2026**

Given that Audi has confirmed it will enter Formula 1 in 2026 as a result of its alliance with Sauber, we suggest that Nike and Audi work together strategically to take advantage of this exciting endeavor for both parties' benefit. Through this collaboration, the Nike Xtreme Airbag Suit will be better known and promoted throughout the world of sports, especially among athletes and motorsports fans. Nike hopes to increase brand awareness, market presence, and credibility by supporting Audi's F1 entry, especially among athletes and racing aficionados who place a premium on performance and safety.

# NIKE XTREME

## /Tactics

### Key Objectives:

- Draw attention to the Nike Xtreme Airbag Suit as the go-to safety equipment for motorsports participants and fans.
- Take advantage of Audi's Formula 1 debut to increase Nike's market share and brand awareness in the racing sector.
- Form a long-term alliance between Nike and Audi to work together on projects and new product creations in the sports safety and performance sectors.

### Proposed Partnership Activities:

- Co-Branded Marketing Campaigns: Create cooperative marketing campaigns that highlight how Nike's sports safety innovations and Audi's F1 entry complement each other.
- Product Combination: For increased visibility, include Nike Xtreme Airbag Suit branding in the F1 team apparel and accessories for Audi.
- Event Sponsorship: Encourage the Nike Xtreme Airbag Suit through activations and demonstrations at important Formula 1 events in which Audi is competing.
- Athletes' Endorsements: Obtain endorsements to demonstrate the efficacy of the suit from prominent racing athletes, such as Nico Hülkenberg, a future Formula One driver.
- Collaborative Content: Produce interesting content to inform viewers about the cooperation and the Nike Xtreme Airbag Suit, such as behind-the-scenes videos and athlete testimonials.

## /Key Messages

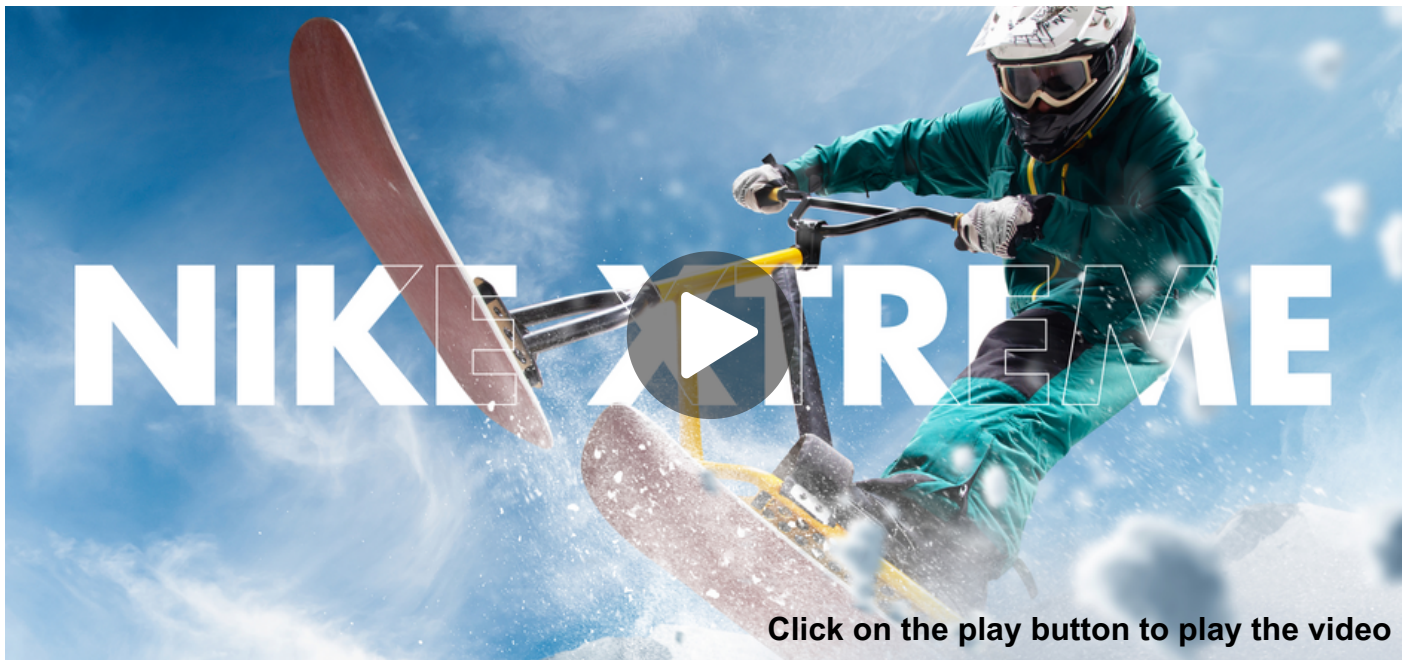
**Safety Revolutionised: Experience the Future of Extreme Sports Protection with Nike Xtreme:** Offering extreme sports enthusiasts unmatched protection, the Nike Xtreme Airbag Suit is a ground-breaking development in sports safety technology. This suit transforms safety standards with its cutting-edge airbag systems and impact sensors, enabling athletes to confidently follow their passions.

**Empowering Extreme Athletes: Stay Safe, Go Further with Nike Xtreme:** Use Nike Xtreme to Go Further, Stay Safe. Athletes can push the limits of their sport without compromising thanks to the Nike Xtreme Airbag Suit, which was designed with safety and performance in mind. Athletes can move freely and confidently on the track, slopes, or waves, realizing their full potential thanks to lightweight, flexible materials and cutting-edge design elements.

**Innovative Design Meets Ultimate Protection: Discover the Nike Xtreme Suit's Advanced Safety Features:** Admired by winners in many sports, including Formula 1 racing icons, the Nike Xtreme Airbag Suit provides the best possible balance between performance and safety. This suit, which sets the bar for extreme sports protection, is endorsed by elite athletes worldwide and contains cutting-edge safety technology together with unique design elements.

# NIKE XTREME

## /Promotional Creatives



This video advertisement, designed in a 1920x1080 dimension, showcases the unparalleled protection offered by Nike Xtreme across a variety of extreme sports. Tailored for a wide-reaching impact, it is set to captivate audiences on TV, engage users on social media platforms, grab attention through YouTube paid ads, and deliver an immersive experience in cinema ads. Emphasizing "Any extreme sports, Nike Xtreme protects," the ad reinforces Nike's commitment to safety and performance, making a powerful statement in diverse advertising landscapes.



For our Nike Xtreme billboard campaign, the focus is on leveraging visual principles to captivate and engage. By highlighting the innovative air suit in dynamic, action-packed scenarios, we aim to grab attention and make a lasting impression on viewers. This strategic placement alongside busy roads ensures maximum visibility, driving the message of Xtreme Performance and Protection. This approach is designed to resonate with our target audience, showcasing Nike's commitment to safety and performance in extreme sports.



# NIKE XTREME

## /Promotional Creatives



For our social media strategy across platforms like Instagram, X, LinkedIn, and Facebook, we will consistently post content that aligns with Nike's existing brand guidelines to ensure relevance and cohesion. This includes showcasing the Nike Xtreme Air Suit's innovative features and its application in extreme sports, emphasizing safety, performance, and adventure. Each platform's unique audience and format will be considered to optimize engagement, using high-quality visuals, compelling narratives, and interactive elements to connect with our diverse online community.



For PR events, we'll leverage a carefully curated collection of Nike Xtreme merchandise to enhance our promotional efforts. Through strategic distribution of items such as branded water bottles, caps, apparel and wristbands, we aim to create memorable connections with attendees, amplifying our message of Xtreme Performance and Protection. This approach not only showcases our commitment to innovation and safety in extreme sports but also serves to deepen our engagement with the community, making every event an opportunity to bring the Nike Xtreme experience to life.

# NIKE XTREME

## /Desired Outcome

**Sales Performance and Market Penetration-** An important measure of success for any business similar to Nike and a product like Nike extreme is the capability to release into the market and produce a decent amount of sales. Constantly monitoring sales figures , market share, revenue growth in the extreme sport industry and hence result in valuable insights into the acceptance and adoption of the product.

**Customer satisfaction and feedback-** It is important to learn what consumers think of Nike as a brand and of Nike Xtreme suit and it's features such as functionality, design , safety features. To gain these insights, the use of customer satisfaction surveys , reviews and feedback systems is necessary. High customer satisfaction scores, positive evaluations, and customer endorsements are indicators of a successful product launch.

A successful launch would be demonstrated by elevated brand awareness and a favorable brand perception among extreme sports enthusiasts. The impact of the product launch on Nike's reputation and image can be evaluated using metrics like sentiment analysis, social media engagement, and brand recognition.

Changes in consumer behavior, such as an upsurge in the popularity of extreme sports, an emphasis on protective gear, or a rise in demand for novel products like the Nike Xtreme suit, can be used to forecast the success of a new product launch. You can learn a lot about product acceptability and loyalty by keeping an eye on adoption rates and repeat business from your target market.

Nike's competitive positioning in relation to its primary rivals and its market share in the extreme sports industry can be used to determine the success of the product launch. An industry first, beating rivals, and gaining a sizeable portion of the market would all point to a successful launch.

An evaluation of the Nike Xtreme product line's sustainability and long-term effects after its initial release is necessary to determine the line's overall success. Analyzing long-term trends in customer satisfaction, sales performance, brand loyalty, and market dynamics can reveal the product's long-term effects as well as its potential for innovation and growth.



# NIKE XTREME

## /Timeline

The Nike Xtreme suit campaign would ideally be divided into several stages in order to optimize its efficacy, according to the information supplied. Phased approaches facilitate strategic planning, focused messaging, and efficient use of resources over a predetermined time frame.

**Pre-launch Phase:** This stage is estimated to start six to nine months prior to the official launch of the product. Its main goal is to inform, excite, and raise awareness of the Nike Xtreme suit among the intended audience. Nike can use social media, online advertising, and digital marketing platforms to promote the product, highlight its special features, and generate buzz among fans of extreme sports during this phase. Establishing partnerships with notable athletes, influencers, and significant events within the extreme sports sector can bolster the product's legitimacy and generate publicity.

**Launch Phase:** This phase, which should last three to four months, should start when the Nike Xtreme suit is actually released. Driving sales and conversions requires this stage. Nike should concentrate on giving customers an amazing and captivating online and offline experience. Customers can gain firsthand experience and confidence in the product through virtual trials, demonstrations, and interactive events. Reach and accessibility can be increased by forming strategic alliances with online retailers, specialty extreme sports communities, and retailers.

**Phase after Product Launch:** The months that remain in the 12-month campaign period should be covered by the post-launch phase. The objectives of this phase are to keep the momentum going, keep customers interested, and encourage continued participation. To maintain the dialogue and respond to any questions or concerns raised after the launch, Nike should keep utilizing social media, online communities, and digital marketing platforms. It is imperative to diligently track and integrate customer feedback and reviews into forthcoming marketing initiatives and product improvements.

In terms of seasonality, geographic location and climatic conditions can influence the popularity of extreme sports. While the summer months in some places might be the busiest for outdoor activities, the winter months might be more popular in others for snow and ice sports. Nike should adjust its marketing strategies to coincide with the cyclical trends and profit from the peaks of consumer interest. Sales and market penetration can be maximized by scheduling product launches, seasonal campaigns, and targeted promotions to align with the peak seasons of particular extreme sports. Strategic alliances with festivals, contests, and seasonal events can also help to boost brand awareness and encourage participation during important times.

# NIKE XTREME

## /Budget

Activity	Budget
<b>Pre-Launch Expenses</b>	
<p><b><u>Social Media Buzz</u></b>            Paid advertisements on social networking sites to create buzz.  <b>Details:</b> Facebook, Instagram, Twitter, TikTok, and targeted advertisements.  <b>Rationale:</b> Essential for generating excitement and cognizance before to the launch.</p>	\$300,000
<p><b><u>Influencer Marketing</u></b>            Work together with four influential individual (\$50,000/ per person).  <b>Specifics:</b> Xavier De Le Rue, Ryan Doyle, Alana Blanchard, and Lewis Hamilton are some of the influencers.  <b>Rationale:</b> Capitalise on influencers' quest for legitimacy and anticipation.</p>	\$200,000
<p><b><u>Creating teaser</u></b>  <b>Description:</b> Excellent pictures and videos displaying Nike Extreme.  <b>Details:</b> Lifestyle photos, user reviews, and product demonstrations.  <b>Rationale:</b> Interest and suspense are increased by interesting content.</p>	\$100,000
<b>Launch Day</b>	
<p><b><u>Event Sponsorship and Promotion</u></b>            Organize and conduct activations and activities on launch day.  <b>Rationale:</b> Generate interest and increase foot traffic.</p>	\$350,000
<p><b><u>Social media and influencer marketing</u></b>            Extra sponsored advertisements on the day of debut &amp; continue collaborations on launch day.  <b>Rationale:</b> Leverage pre-launch enthusiasm and reinforce brand messaging.</p>	\$200,000
<p><b><u>Emergency Fund:</u></b>  <b>Description:</b> Set aside money for unforeseen costs.  <b>Rationale:</b> Make sure we're prepared and flexible.</p>	\$250,000

## /Evaluation

- ✓ The marketing plan for Nike Xtreme, focusing on the innovative airbag suit tailored for extreme sports, demonstrates a comprehensive approach to penetrate a niche yet growing market. The plan effectively identifies the target demographic's psychographics, emphasizing adventure, excitement, and safety. It strategically leverages digital platforms, influencer partnerships, and event sponsorships to maximize product visibility and brand awareness.
- ✓ The analysis of current market trends, provides a solid foundation for understanding external factors that could impact the product's success. The marketing objectives are ambitious yet achievable, with clear KPIs set to measure progress towards increasing brand awareness, sales, market share, and customer loyalty.
- ✓ The tactics section outlines a multi-faceted approach including showcasing the product through adventure sports events, strategic partnerships (notably with Audi for Formula 1), and innovative promotional creatives. This is complemented by a targeted social media strategy and influencer marketing to engage the audience effectively.
- ✓ A notable strength of the plan is its focus on safety and performance, aligning with Nike's brand values and addressing a critical need within the extreme sports community. The proposed budget allocation demonstrates a balanced investment in pre-launch buzz, influencer marketing, and launch day activities, ensuring a strong market entry.

However, the plan could further detail the evaluation of long-term sustainability and adaptability to market changes. Overall, it presents a solid framework for achieving a strong market presence in the extreme sports segment, leveraging Nike's brand strength and innovative product features.

## /References

- <https://www.statista.com/statistics/241683/nikes-footwear-revenue-in-asia-pacific-and-latin-america-since-2009/>
- WallStreetZen. "NIKE Statistics - NIKE Facts, Stats, Trends & Data (2021) | WallStreetZen." *Www.wallstreetzen.com*, 2022, [www.wallstreetzen.com/stocks/us/nyse/nke/statistics](http://www.wallstreetzen.com/stocks/us/nyse/nke/statistics).
- P. Smith. "Leading Sportswear Companies by Sales Worldwide 2018 | Statista." *Statista*, Statista, 10 Sept. 2022, [www.statista.com/statistics/900271/leading-sportswear-and-performance-wear-companies-by-sales-worldwide/](http://www.statista.com/statistics/900271/leading-sportswear-and-performance-wear-companies-by-sales-worldwide/).
- Bhalla, Sandeep, et al. "Global Sports Market Today: An Overview." ~ 223 ~ *International Journal of Physical Education, Sports and Health*, vol. 8, no. 4, 2021, pp. 223–225, [www.kheljournal.com/archives/2021/vol8issue4/PartD/8-4-44-846.pdf](http://www.kheljournal.com/archives/2021/vol8issue4/PartD/8-4-44-846.pdf).
- Nike, Inc. "Protecting the Planet." *Nike.com*, 2022, [about.nike.com/en/impact/focus-areas/protecting-the-planet](http://about.nike.com/en/impact/focus-areas/protecting-the-planet).
- "Nike Outlines Environmental & Social Initiatives in Impact Report." *Highsnobiety*, 12 Feb. 2020, [www.highsnobiety.com/p/nike-impact-report-fy19/](http://www.highsnobiety.com/p/nike-impact-report-fy19/).
- Nike, Inc. "NIKE, Inc. Reports Fiscal 2022 Fourth Quarter and Full Year Results." *Investors.nike.com*, 27 June 2022, [investors.nike.com/investors/news-events-and-reports/investor-news/investor-news-details/2022/NIKE-Inc.-Reports-Fiscal-2022-Fourth-Quarter-and-Full-Year-Results/default.aspx](http://investors.nike.com/investors/news-events-and-reports/investor-news/investor-news-details/2022/NIKE-Inc.-Reports-Fiscal-2022-Fourth-Quarter-and-Full-Year-Results/default.aspx).
- "Extreme Sports: Market Research Report." *Marketpublishers.com*, 31 Dec. 2011, [marketpublishers.com/report/consumers\\_goods/tv\\_entertainment/extreme\\_sports.html](http://marketpublishers.com/report/consumers_goods/tv_entertainment/extreme_sports.html). Accessed 29 Jan. 2024.
- *Jingdaily.com*, 25 June 2021, [jingdaily.com/posts/nike-q4-2021-earnings-china](http://jingdaily.com/posts/nike-q4-2021-earnings-china). Accessed 29 Jan. 2024.
- "Nike Market Segmentation, Targeting, and Positioning." *Edrawsoft*, 2022, [www.edrawmind.com/article/nike-market-segmentation-targeting-and-positioning.html](http://www.edrawmind.com/article/nike-market-segmentation-targeting-and-positioning.html).
- Ahmed, R. R. (2016). (PDF) Strategic Marketing Plan of Nike. *ResearchGate*. [https://www.researchgate.net/publication/299889166\\_Strategic\\_Marketing\\_Plan\\_of\\_Nike](https://www.researchgate.net/publication/299889166_Strategic_Marketing_Plan_of_Nike)
- Start.io. (2022, July 27). Nike Target Market Analysis - Demographic Segmentation. *Start.io*. <https://www.start.io/blog/nike-target-market-analysis/>
- EdrawMind. (2022). Nike Market Segmentation, Targeting, and Positioning. *Edrawsoft*. <https://www.edrawmind.com/article/nike-market-segmentation-targeting-and-positioning.html>