

NIKE XTREME

THRILL

ADVENTURE

LIFE



**NIKE XTREME**









**NIKE XTREME**





**NIKE XTREME**







**IS EVERYTHING**





GIFSec.com



NIKE

XTREME





# MEET OUR TEAM



Campaign Director

Lipasha  
Salian



Content Director

Mannat  
Narula



Analytics Manager

Mohammed  
Khalid Shaikh



Marketing Manager

Srishti  
Ruhela



Finance Director

Swapnali  
Sarode



# EXECUTIVE **SUMMARY**



**Marketing Objective**



**Product Showcase and engagement**



**Balanced budget Allocation**



# PRODUCT **OVERVIEW**



**Innovative Safety  
Technology**



**Tailored for  
Performance**



**Stylish, modern &  
versatile design**





# 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.
- 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.



# TARGET AUDIENCE





# CUSTOMER PERSONA



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.

- **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.

**Age:** 28

**Gender:** Male

**Occupation:** Software Engineer

**Income:** High Net Worth

Individual (HNI)

**Location:** Toronto, Canada



# CUSTOMER PERSONA

Participating in adventure activities	Mediocrity
Being Around Nature	Unproductive days

## 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.



# MARKETING **TACTICS**

**Nike extreme Adventure Sports Showcase**

**LIVE DISPLAY AND DEMONSTRATION**

**MEDIA COVERAGE, FANS, AND INTERACTIVE DISPLAYS**

**SOCIAL MEDIA LIVE STREAMING**





# MARKETING **TACTICS**

**Nike extreme Adventure Sports Showcase**

**TRY-ON AND VR SPORTS SESSIONS**

**EXCLUSIVE AUTOGRAPH SIGNINGS**

**Q/A SESSIONS WITH FAMOUS  
EXTREME SPORTS HEROES**





# MARKETING **TACTICS**

## Proposal for a Strategic Partnership

**SHOWCASE NIKE XTREME AIRBAG SUIT AT KEY FORMULA 1 EVENTS WHERE AUDI COMPETES.**

**HIGHLIGHT SYNERGY BETWEEN NIKE'S SAFETY INNOVATIONS AND AUDI'S F1 ENTRY.**

**SECURE ENDORSEMENTS FROM RACING ATHLETES LIKE NICO HÜLKENBERG**





# KEY **MESSAGES**

## ***Safety Revolutionised***

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*Experience the  
Future of Extreme  
Sports Protection  
with Nike Xtreme*

## ***Empowering Extreme Athletes***

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*Stay Safe, Go  
Further with Nike  
Xtreme*

## ***Design Innovation for Xtreme Protection***

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*Discover the Nike  
Xtreme Suit's  
Advanced Safety  
Features*



# PRE-LAUNCH BUDGETING





# LAUNCH DAY BUDGETING



*Event Sponsorship  
and Promotions*  
**\$350,000**



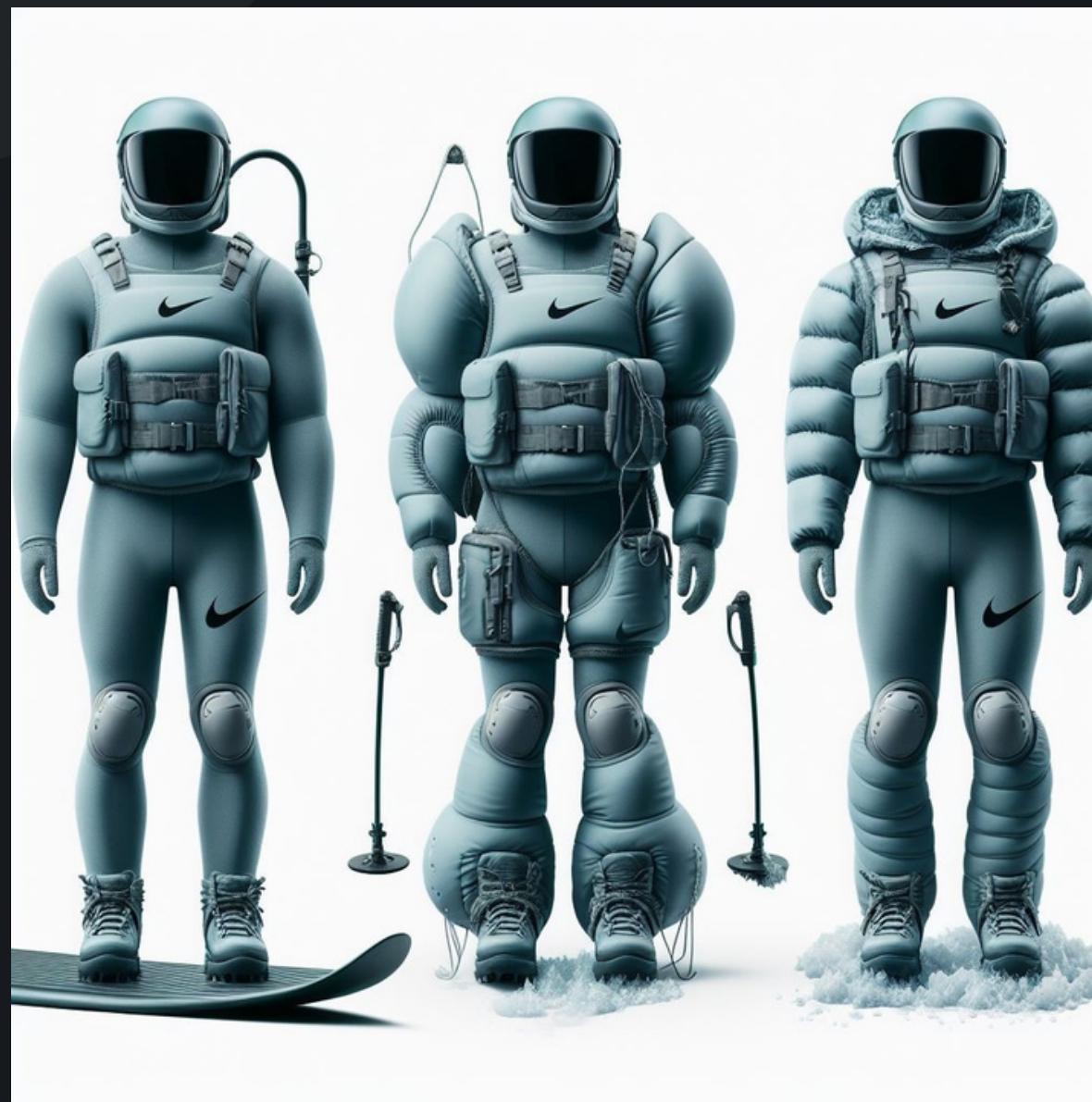
*Social Media  
and influencer  
marketing*  
**\$200,000**



*Emergency Fund*  
**\$250,000**

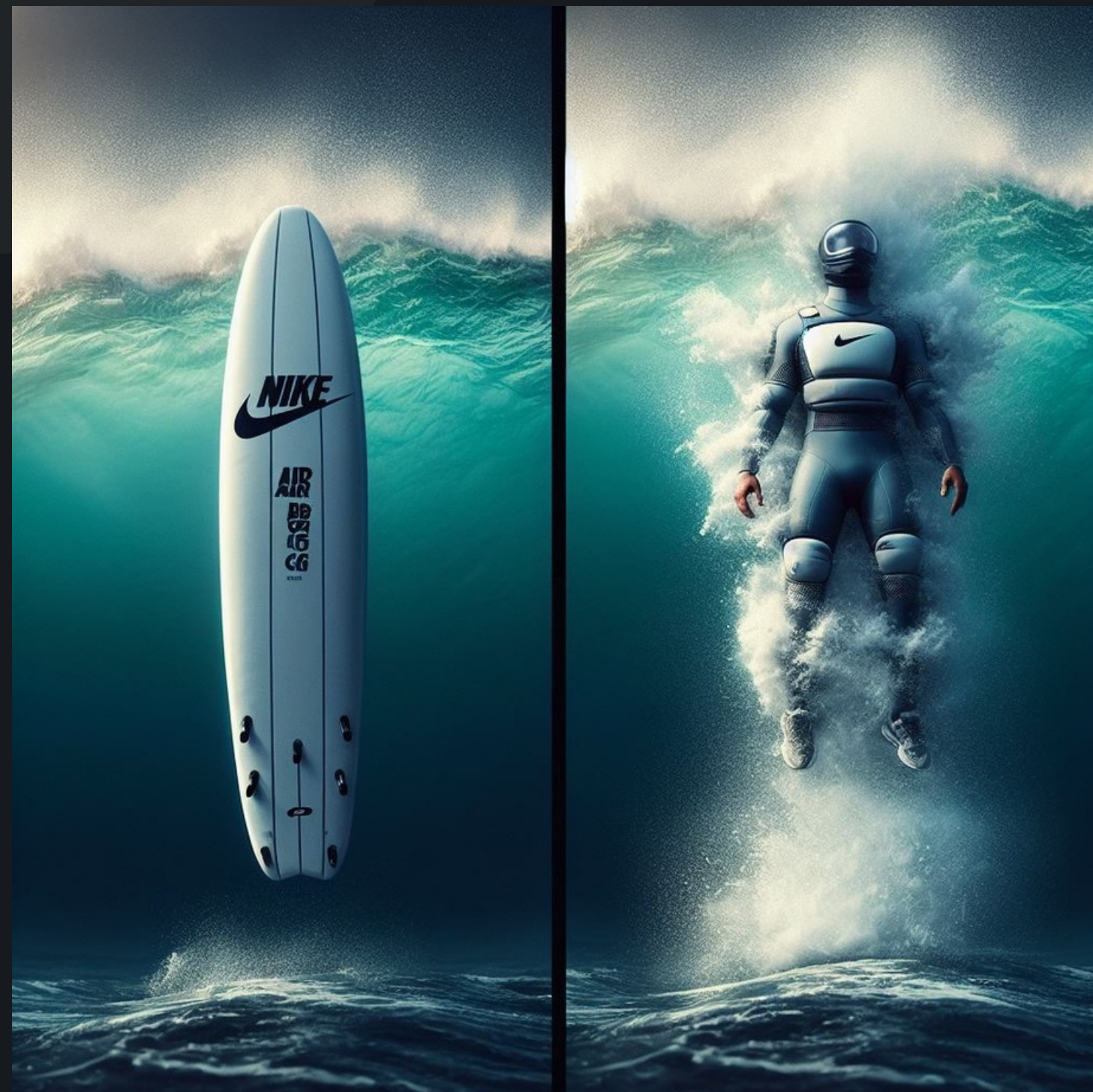


PRODUCT





PRODUCT





# TIMELINE



PRE-LAUNCH  
PHASE



LAUNCH PHASE



POST-LAUNCH  
PHASE



**DESIRED **OUTCOME****

**Sales Performance and  
Market Penetration**

**Customer Satisfaction  
and Feedback**

**Brand Awareness  
and Perception**

**Consumer  
Behavior Trends**

**Competitive  
Positioning**



SOCIAL MEDIA **MARKETING**



**JUST DO IT.**





**JUST DO IT.**



# VISUAL COMMUNICATIONS





# PROMOTIONAL COLLATERALS





# EVALUATIONS

- *Solid market analysis supports strategy.*
- *Clear KPIs for key objectives.*
- *Diverse tactics for market penetration.*
- *Focus on safety and performance.*
- *Balanced budget allocation.*
- *Highlights need for sustainability plan.*





# CONTRIBUTIONS

## **Mannat Narula**

Team Lead - Set marketing objectives, Created static and video content for social media and print and promotional collaterals, laid out executive summary and evaluations.

## **Lipasha Salian**

Presented desired outcomes from marketing plan, Set timeline for prelaunch, launch and post launch

## **Mohammed Khalid Shaikh**

Ideation for product, company and product background

## **Srishti Ruhela**

Set KPIs of the marketing campaign, worked out on marketing tactics, and key messages of marketing campaign

## **Swapnali Sarode**

Budget presenter of marketing campaign, and different phases of the launch



# QUESTIONS?

