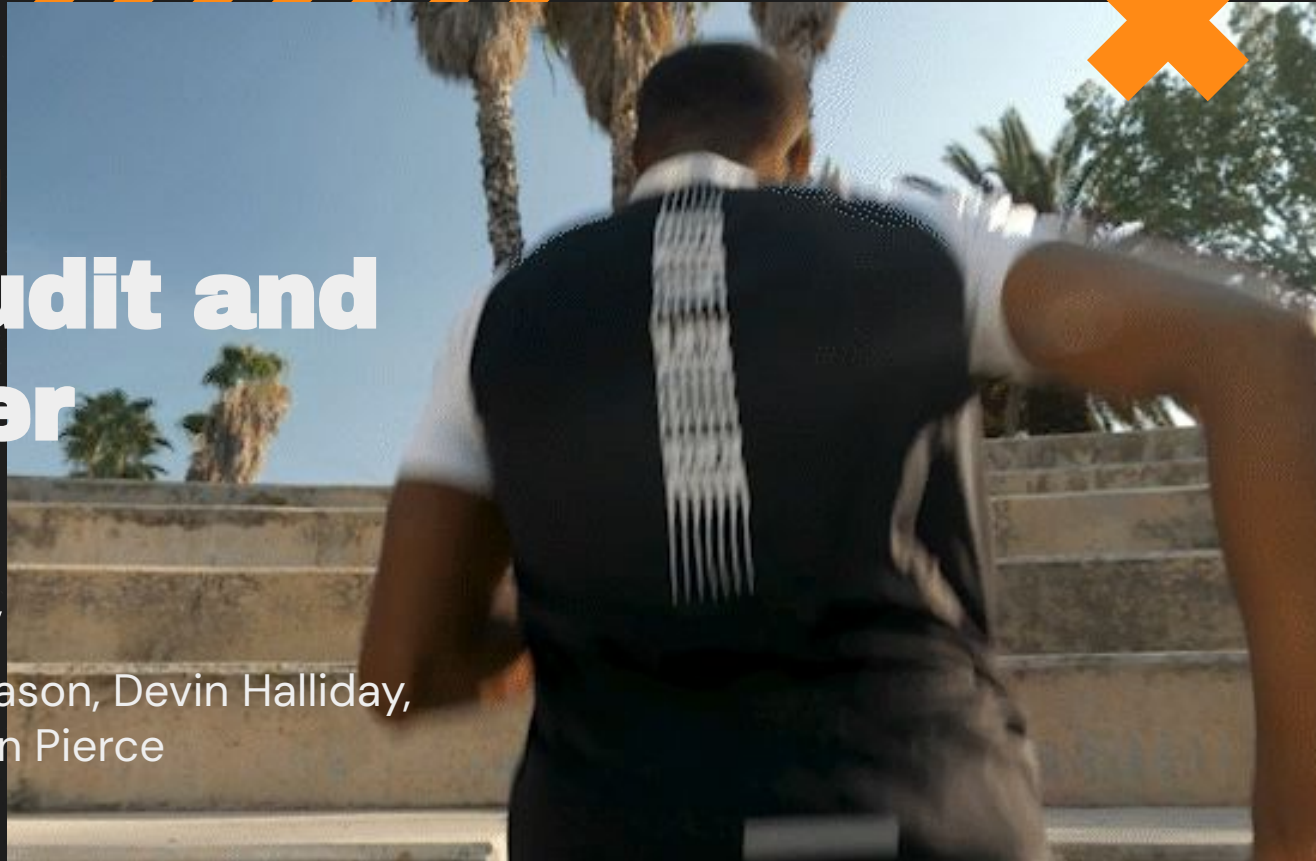




NIKE

Brand Audit and Consumer Journey Strategy

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Brand Identity and Presence

Nike is a company based out of Beaverton, Oregon and includes the Nike, Converse, and Jordan brands. They are built on inspiration, performance and empowerment. They use their iconic Nike Swoosh and their slogan “Just Do It” to symbolize motion, ambition, and overcoming challenges.

Their presence includes storytelling and endorsements from athletes such as Michael Jordan to build their credibility amongst consumers.

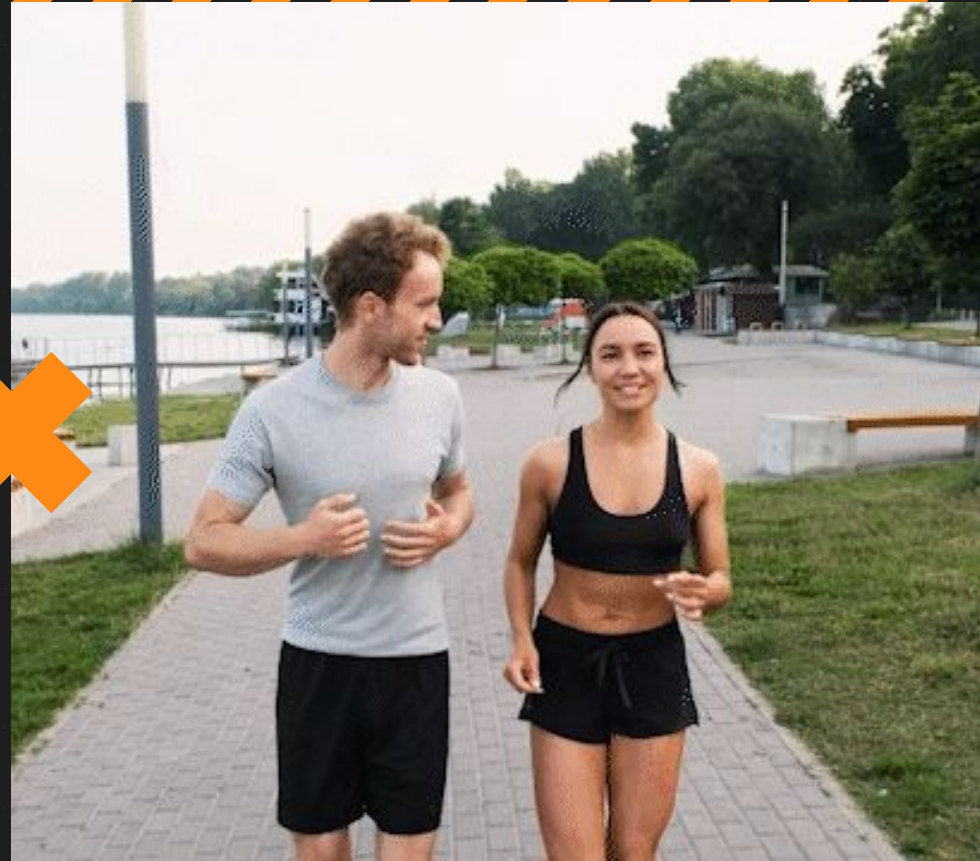


Brand Voice and Personality

Nike is bold, motivational, and empowering:

- ✘ Their motto of "Just Do It"
- ✘ They are an innovative confident leader
- ✘ Inspiring everyone to become their inner athlete

They urge customers to get out of their traditional comfort zone, try new things, and to not be afraid of failure.



Visual Identity and Online Presence

LOGO



Their logo is simple, it shows the iconic Nike Swoosh with the lettering NIKE above it.

ONLINE PRESENCE

Nike is active on all large social media platforms but has the largest following on Instagram. On their pages they generate strong engagement through providing athlete stories and providing them support during deep personal challenges.





Customer Perceptions

Recently, they have been under fire for some of their new campaigns featuring influencers such as Dylan Mulvaney who has been controversial to some consumers. Other customers are upset about the lack of representation of women's sports on their social media pages. Some people have decided to boycott the company while others are praising them for their inclusivity. Asides for the recent controversy, their customer perceptions throughout the years has been fairly positive and many people praise them for being inspiring to younger generations.



SWOT Analysis

STRENGTHS

- ✘ Brand awareness and value
- ✘ Large customer base
- ✘ Iconic partnerships

OPPORTUNITIES

- S✘ Innovative products
- ✘ Emerging markets
- ✘ Cutting ties with large retailers

WEAKNESSES

- ✘ Lack of diversity
- ✘ Large dependency on US markets
- ✘ Retailers have a strong hold

THREATS

- ✘ Counterfeit products
- ✘ Increased competition
- ✘ Decline in Demand





Awareness Methods

Method 1

Storytelling & Just Do It: They use storytelling about how anyone can be great you just need to get out there and "Do It"

Method 2

Multi-Platform Dominance: The Nike Company has a large following on multiple platforms where they post multiple types of content. Such as Visuals, Tiktok trends, and Youtube videos.

Method 3

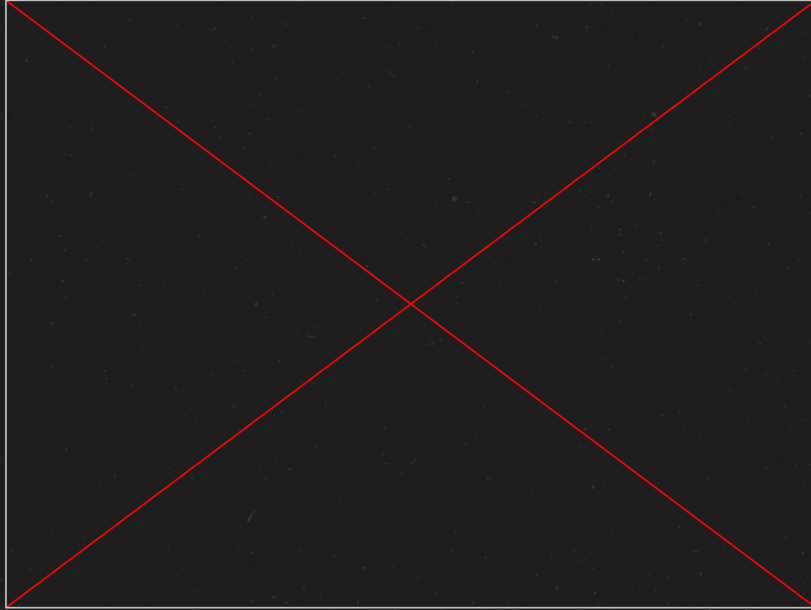
Celebrity/Athlete Endorsements: Nike does very well sponsoring these celebrities and athletes they also sponsor many athletic teams and college programs.

Method 4

Focusing on WHY: Nike likes to express the "why" on people using products they talk about athletic achievements and the benefits Nikes products bring to customers.



Purchase Process



Purchasing via App

The Nike app is very user friendly with a very well organized menu for consumers to use. You can separate the types of shoes when you first open the app the choices being Mens, Womens, and Kids. These categories are then further divided into categories by sports/activities. You can also just look at broader categories such as best sellers.



Points of Pain and Points of Pleasure

✘ Points of Pain

- App service experience
- Product comfort/sizing
- Complex return process

✘ Points of Pleasure

- Invitations to virtual Q&A's with athletes
- Product recommendations
- Innovative products





Strategic Recommendations

✘ Reducing Points of Pain

You can reduce the points of pain by focusing higher priority on comfort of the products. As while as making helpful app walkthrough videos or instructions.

✘ Enhancing the Pleasure points

Continue innovating the products that Nike is coming out with. As while as doing more of the athlete Q&A's.

✘ Improving customer satisfaction

By reducing the pain points while enhancing the pleasure points will improve Customer Satisfaction. You can also improve the ease of returns for customers once again improving the pain points

THANKS!



Questions?