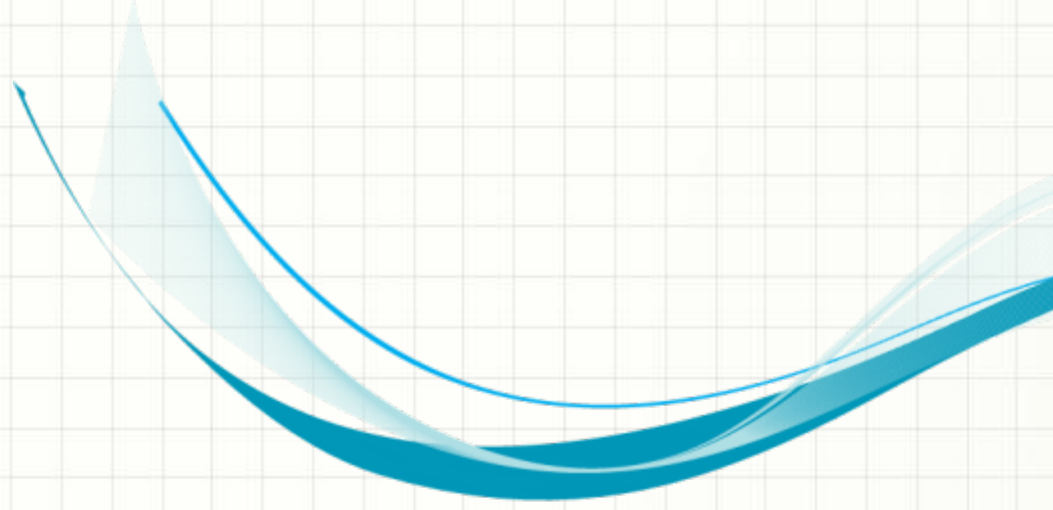




NIKE: #JUSTMOVEIT

Aliza & Friends

Jacob Schlies, Niki Germano, Grace Huelett,
Savannah Kirk, Jenna Gresham, Angela O'Donoghue

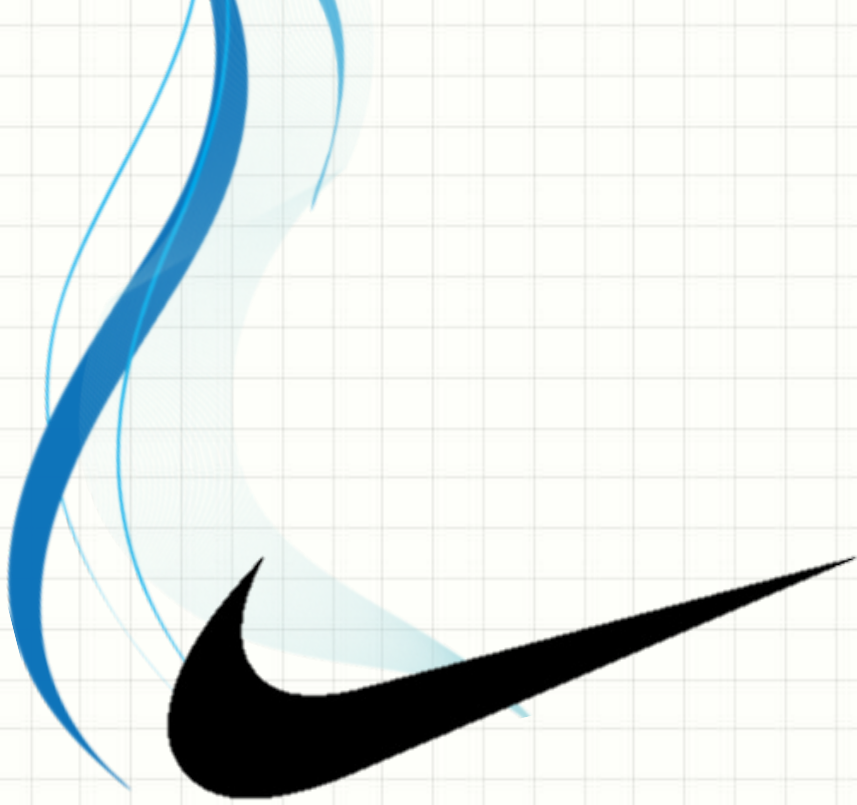


Purpose



#JustMoveIt

The purpose of #JustMoveIt is to enhance Nike's corporate image by helping in the fight against childhood obesity.



Corporate
Background

Nike



- Founded in 1964
- World's Leading Athletic Apparel and Footwear Manufacturer
- Average 9% growth in annual revenue
- Offer thousands of products for several sports and activities ranging from footwear and equipment to t-shirts

(Source: Nike Growth Story)

SWOT Analysis

Strengths

- Product Innovation
- Strong Cash Flow

Weaknesses

- Little Diversification
- Small Margins
- Advertising Costs

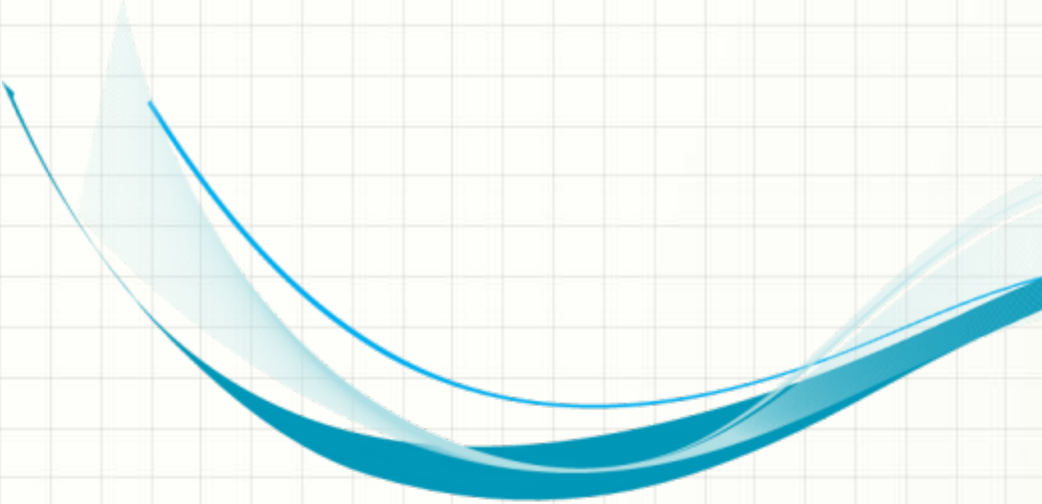
Opportunities

- Industry Trends
- Direct to Consumer
- Emerging Market Growth


Threats

- Heightened Competition
- Product Cost Inflation

(Source: Business Source Complete)



Campaign Objective



The objective of the #JustMoveIt campaign is to enhance Nike's image so that members of Generation X are more likely to buy Nike products.



Research Overview

Cause: Childhood Obesity

- Over the last 30 years childhood obesity rates have tripled to 17%
- The US child population is set to increase at 4.3% in the coming years
- Even if the obesity rates remain static, there will be more obese children in the US in the next few years.



Source: letsmove.gov

Target Audience: Generation X



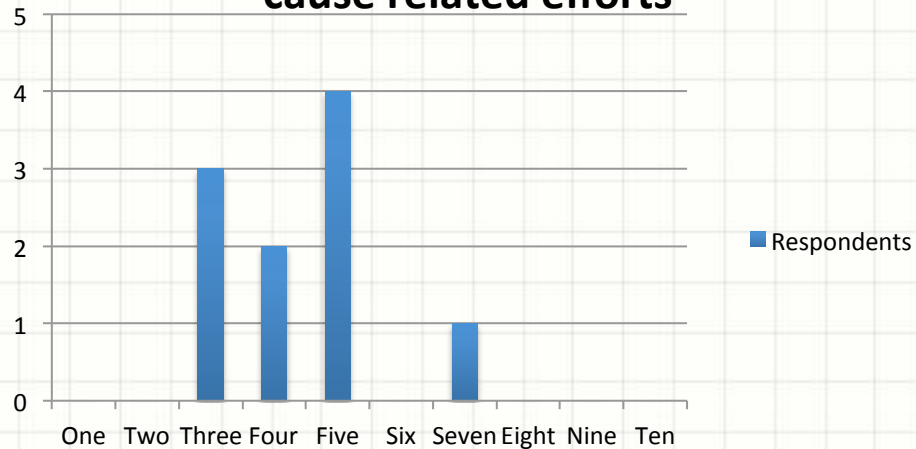
Sub-Target Audience: Matrix Generation



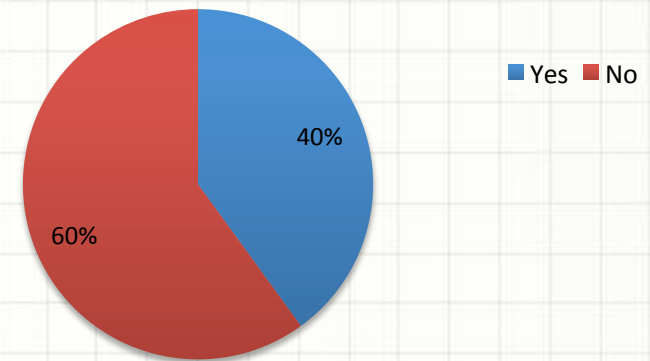
Primary Research

- Survey of 10 members of Generation X that have raised or are currently raising a child

On a scale of 1-10, please rate Nike's cause related efforts

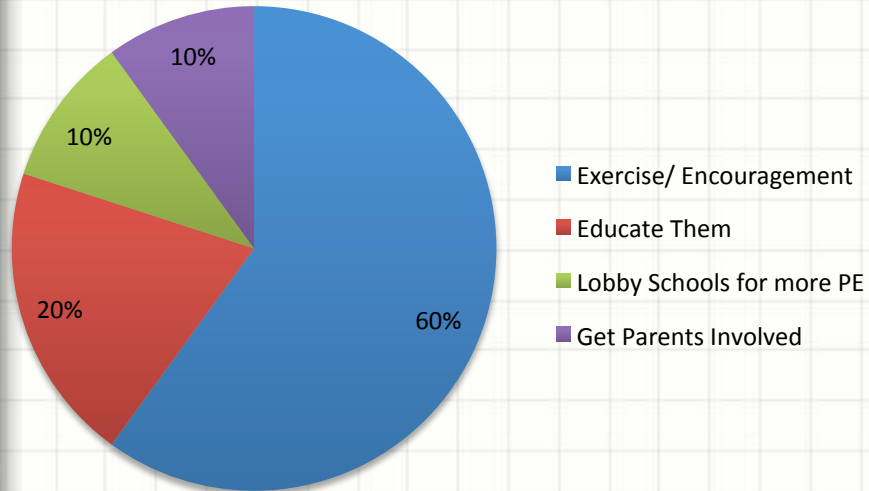


Have you heard of the "Let's Move" initiative?

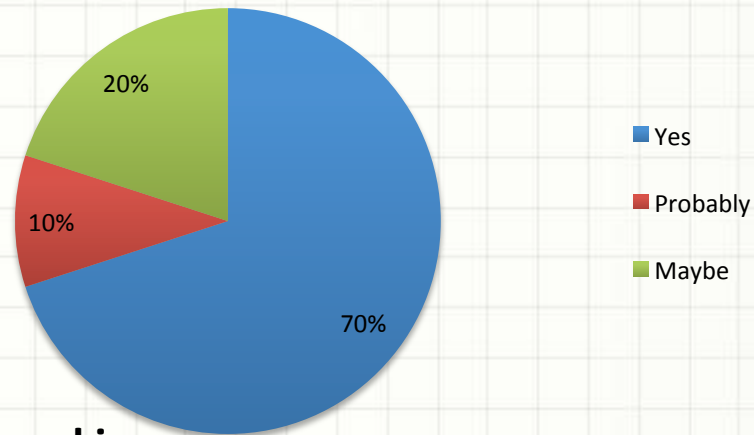


Primary Research

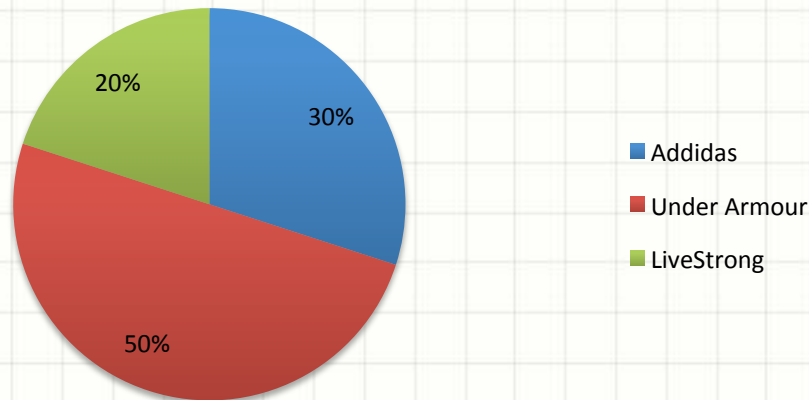
How can Nike help fight childhood obesity?



If you knew Nike was doing something to fight childhood obesity, would it make you more likely to buy their products?



In your opinion which athletic brand is doing a good job at helping a cause?

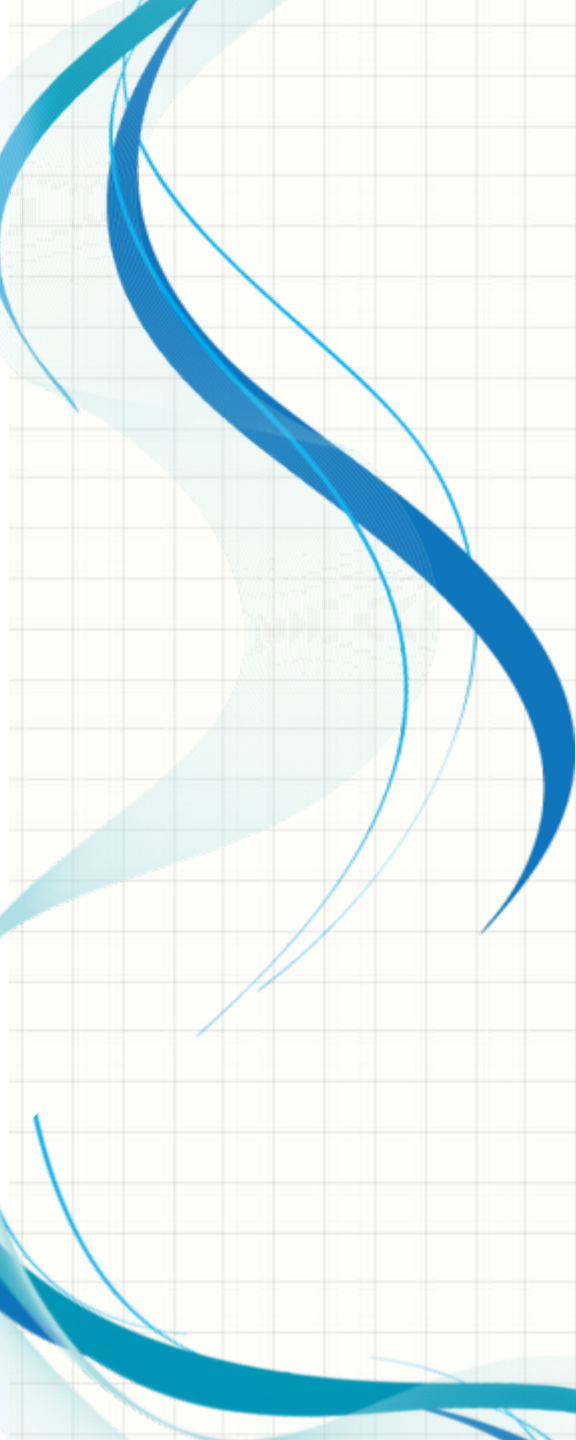


Secondary Research Findings

- Members of Generation X:
 - Are typically married
 - Have more children than other generations
 - Consider their children when making purchases
- Focus is on the family:
 - 74% of members of Generation X say balancing work/home life is their top priority.

Secondary Research Findings

- Tweens (Matrix Generation):
 - Abandon toys for technology
 - Show more interest in watching TV and playing videos games than playing sports
- 60% of all tweens have a social media profile
 - 70% of 7th and 8th graders
 - 20% of 5th and 6th graders
- Tweens use Facebook, Twitter, and Instagram



Execution

Our Partner: Let's Move!



Execution

- Events: Bus
 - 30 different middle schools across the country
 - Athletes on board lead kids in physical instruction and encouragement
 - Students take pledge to live a healthier and more fit life
- Social: #JustMoveIt, #IPledgeToMove
 - Encourage kids to post pictures with the hashtags
- Video
 - Footage from different schools compiled into video
 - Video is posted online and goes viral

Schedule

- July – August: Promotion on Social Media
 - Promote the partnership of Nike and Let's Move It
 - Announce the middle schools on the bus tour
- September – Late November: Bus Tour
 - Travel to 30 schools
 - Encourage people to share pictures and updates using
 - » #JustMoveIt and #IPledgeToMove
 - Capture footage of bus tour and kids exercising
- Early December: Video Released
 - Create a video touting the results of the bus tour
 - Push video to parents, increase virility

The Campaign



RETWEETS
45

FAVORITES
305



12:46 AM - 29 Nov 2014

Tweet




T-Shirt



RV



MEASUREMENT

- 
- Social Mention - #JustMoveIt
 - Physical Numbers
 - Number of schools visited
 - Face to Face interactions
 - Hours of exercise
 - You Tube Analytics
 - Twitter & Instagram Followers
 - Post-campaign survey



CONCLUSION

#JustMoveIt will engage with tweens at school and educate them on how to exercise and give them encouragement to live a healthy life.

By engaging with the children, Nike will enhance their company image in the minds of parents because the company is showing that they care about the parents' children too.

Sources

"Nike Growth Story" <http://media.corporate-ir.net/media_files/IROL/10/100529/nike-gs09/docs/nike-growth-story.pdf>

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