

Sport marketing assignment

[Business](#), [Marketing](#)



Nike's Corporation Marketing Strategy Nike Corporation was the top manufacturer of athletic apparel and footwear. The company maintained 23,000 retail accounts across the globe through which Nike products were sold. In addition, the company operated 690 of its own stores, and also sold directly online (Hartman & Patricia 15). Nike Football's World Cup 2010 marketing strategy started with delivering top-of-the-line performance products in the form of new cleats also known as boots and uniforms for the World's top footballers to premiere on the fields of South Africa. In order to ensure that the Company had won at the 2010 World Cup, a number of key strategic pillars were put in place.

To begin with, Nike invested significant amounts of time and money into researching, testing and tinkering with new footwear designs to ensure its products delivered performance based innovation to the consumers. In relation to product innovation, the Company was geared towards delivering the most innovative, highest performing and sustainable products in football. Secondly, the Company used enablement innovation through the creation of new ways and tools for the FOT to become a better player.

Thirdly, the Company intended to connect at a deeper level by getting under the FOT's skin and continue its impact through any marketing activity that would let the Nike brand resonates emotionally with the consumer. Fourthly, the Company intended to create a message that will open a dialogue with the consumer, beyond a sales increase linked to the World Cup, a strategy meant to foster lasting customer loyalty (Hartman & Patricia 35). Finally, was to incorporate a timing strategy that would ensure that the Company wins the battle before the opening whistle even blows. Moreover, the Company

perceived the World Cup as an amplifier and not a goal but as a means to an end and a moment in time.

In conclusion, Nike Corporation is committed to ensuring that it manufactures high-end quality products for its consumers to gain a competitive advantage over other brands. The company has designed a winning marketing strategy meant to communicate clearly and effectively to the target athletic consumers and major football teams.

Works Cited

Hartman, Laura P, and Patricia H. Werhane. *The Global Corporation: Sustainable, Effective and Ethical Practices : a Case Book*. New York: Routledge, 2009. Print.