

# [An exciting new addition the shoe range nike side steps](https://assignbuster.com/an-exciting-new-addition-the-shoe-range-nike-side-steps/)

Following is the proposed schedule for initial Sales Promotion:   
Week 5 The participants would be the shoe buyers who enter their purchase coupon into a lucky draw.   
This Sales promotion will be done side-by-side an active advertising campaign. The campaign will be based around the Side Step theme. Following are campaign details:   
Television Ad – The television ad will show any 2 leading Nike sponsored players side-stepping each other in a one-on-one match at the basketball court. This will be shown aesthetically using slow-motion video technique so as to show how Side Step shoes provide athletes with lightness.   
Print and Internet – Newspaper ads and flash-based web ads and banners will be used to promote the theme, tagline and brand essence of the shoe range.