

An exciting new
addition the shoe
range nike side steps



**ASSIGN
BUSTER**

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.