

Brand positioning in the target market for nike



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Its Products offer a wide range of choices for the individuals; from sports equipment, athletic shoes, to clothes. But this paper focuses on Nike athletic shoes- how it has created a distinct impression in consumers' mind and differentiated its products from its competitors. Promotionally, it has continuously tried to target the world's youth population through basketball most popular game around the world. Nike partnered with Michael Jordan to have his name Jordan shoes for basketball and designed Jordan I, Jordan II and followed by many more. Nike's marketing strategy is accepted to be an important component of the company's success. Nike is positioned as a premium-brand, selling well-designed and very expensive products. As same time Nike tries to lure customers with a marketing strategy centering on a brand image which is attained by distinctive logo and the advertising logo: "Just do it". The external influence promoting the Nike is brand is the sports culture of people here in United States. Whether it may be the reason of being physically fit or being allured by the sports personalities, sports have become the essence and passion in the United States. NFL is another event which ties United States culture. Nike shoe are designed for the professional athletes, the craze of extreme sports and fantasy towards sports personalities have been growing. Nike partnered with new sensation in the soccer world Rhonaldino from Brazil and released a soccer shoe based on him called " Tiempo Guri FG" which influence world's soccer fan. The other external influence promoting Nike is social status of people. The price of Nike shoe is reasonable for the middle class and upper middle class. Teenagers compete among themselves to become coolest of all and climb the ladder of social status by wearing Nike sneakers and such type of brand connect the themes that are relevant to them.

Brand Positioning in the Target Market:

The Nike's effective Marketing Mix Program supports the brand positioning in the target market. The Nike 4P's elements as shown in the architectural diagram, distinguishes it from its rival competitors. Its Products is basically designed for sporting events. Its product is considered to be highly effective and comfortable to the athletes. It has dominated United States sports market. It is recognized for the quality of its shoes and has gained the reputation all over the world. Due to its higher quality shoes, its Prices are usually higher than the normal brand. So, the customers perceive it as high-end product. NBA and NFL has always been its favorite playground to promote the product in the U. S. The United States culture ties closely to American Football, the mostly watched sporting event in the U. S. It has dominated in the football market with its most of the NFL events sponsored by Nike. But for its worldwide customers, it has been successful in teaming up with the Soccer, golf and even in FIFA world cup. Recently, Nike opens Nike golf schools and junior camps for junior golfers wanting to hone their golf skills and achieve the next level of their playing careers. (Worldgolf. com April 10th 2007) The alliance of Nike and Apple brought world sports and music together. Nike + I pod sport kit changed the way people run and created better running experience. Nike chooses independent distributors. NIKE sells its products through about 22, 000 retail accounts in the U. S and licensees in other countries. The Brand essence of Nike means a unique way of expressing sport in forms of performance, whereas its Brand personality is seriousness of athletes and global representations.

Competition:

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Nike is number one athletic shoe of the United States and creates goods for a wide range of sports; they have competition from every sports and sports fashion brand. Initially, Nike had no direct competitors because there was no single brand which could compete directly with Nike's range of sports until Rebook came along in the 1980s. Now they have competitors like Adidas, Puma and Rebook. The top U. S. made Nike is known as high tech sports shoes.

Conclusion:

Nike truly focuses on its athletic products, rather than concentrating on fashionable outfitters. . It has engaged in the cultural phenomenon in the world with its world's most watched events like Basketball and Soccer. Also, it's successful in gaining the attention of the United States athletes with its most watched sporting event-NFL.

Resources:

http://en.wikipedia.org/wiki/Nike,_Inc

<http://www.sneakerhead.com/jordan-brand-history.html>

http://weblogs.hitwise.com/heather-hopkins/2006/04/fifa_world_cup_opportunities_f.html

<http://www.worldgolf.com/newswire/browse/8894-Nike-Golf-Schools—Junior-Camps-open-Advanced-Player-School>

<http://www.nike.com/nikebiz/news/pressrelease.jhtml?year=2006&month=05&letter=k>

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<http://homepages.wmich.edu/~b4cooper/researchpage>

<http://www.cs.ucla.edu/~gavin/pub/IntlBusMgmtNike.pdf>

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