

# Summary of nike case



**ASSIGN  
BUSTER**

The company of Nike started in 1962 as Blue Ribbon Sports. It focuses on athletic running shoes and was popular in the U. S. Guarding famous athletes as a spokesperson made Nike achieve great success. In 1985, the Air-Jordan basketball shoes create over \$100 million profit and \$20 million are used in the ads of "Just do it" which became the campaign ad in 1988. As Nike began to expand overseas market in Europe, the new sponsor Brazilian team which is the World Cup campaign had changed Nike's image from a sneaker company to a brand that represented motion.

In 2007, Nike became the sole uniforms supplier of over 100 soccer teams all around the world. In 2008, Nike sponsored most of the Chinese team in Summer Olympic and made a great contribution to its revenue in the Asian region. To develop the business, Nike entered different athletic footwear. For example, the Golf brand endorsed by Tiger Woods and the tennis brand aligned with Maria Sharapova et al. The cooperation with Lance Armstrong achieved great success for both company and Armstrong's personal fulfillment.

To promote basketball shoes and apparel, Nike formed a partnership with Foot Locker to create a chain of stores. Recently, Nike developed its new technology Nike+ and cooperates with Apple to make it become the world's largest Running club. It hosted the largest global virtual race in the world in 2008 and 2009. However, Nike is not only a good seller but also a low-pitched CEO-friendly brand. Now Nike has expanded different sports categories and become a successful company with revenues over \$19 billion.