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Brand Extension Presentation

Nike AirAdapt Smart Recovery Pod

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Introduction

This presentation is an innovative brand extension of Nike, explaining how it is strategically relevant, can appeal to the market, and can be more sustainable to grow.

Brand Extension and Current Trends

At present, more consumers demand for health and well-being products. As part of that trend, people are looking for ways to create their own 'Fitness Ecosystems' and to utilise biohacking techniques to improve how quickly they recover from workouts (SANDUA, 2024). The same pattern of innovation by such brands as Therabody suggests that the potential is high in the market.

Conclusion

Nike AirAdapt Recovery Pod broadens the brand entry into recovery technology segment to address future needs as well as reinforce leadership of innovation and its competitive edge based on sustainability.

Brand Extension

Brand extension allows companies to exploit and grow brand equity by launching new categories (Sezen et al., 2024). Nike AirAdapt Smart Recovery Pod, will be launched in partnership with Hyperice. Nike's new product will provide an innovative and personalised way for recovery after workout. Integrated with artificial intelligence (AI), and compression therapy, it is a home-based muscle recovery system (Evani, 2025; Boltaboyeva et al., 2025).

Brand Extension and Sustainability

The Recovery Pod has a similarity to the sustainability agenda of Nike, focusing on modular design, allowing one to repair the product instead of discarding it. Injury prevention also helps in practice of sustainable consumption patterns, reinforcing Nike's promise of 'Move to Zero' as well as incorporating long-term usability of their products (Nike, 2019).

References

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