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Brand Extension

Presentation for Nike's

NeuroFit Smart Headband



Introduction

The suggested brand extension of Nike is technology-driven. This presentation includes evaluation of market trends and sustainability alignment.



Brand Extension

Brand extension is the use of an established brand name to hit a new category of products (Devi, 2023). Nike will roll out 'Nike NeuroFit Smart Headband', which will be developed together with Neuralink. It will be considerate of the neuro-feedback technology that will optimise sports performance, focus and relaxation via real-time transmission of waves of the brain (Skalski et al., 2025).

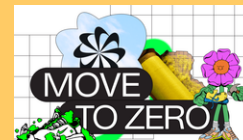
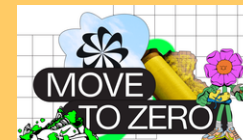
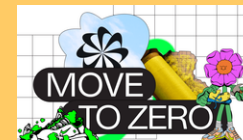
Brand Extension and Current Trends

Sports market consumers have high demand for wearable technology and customised fitness accessories (Shei et al., 2022). Smart devices help them to track their performance, for instance, Apple watches. Neuro-technology is appealing in terms of trends in mental wellness and cognitive optimisation, and Nike stands at crossroads of sport, health-tech, and innovation.



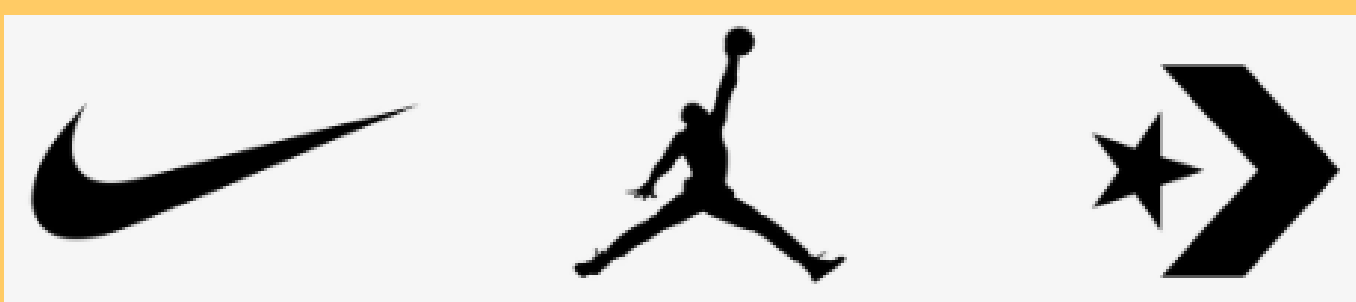
Brand Extension and Sustainability

Nike NeuroFit will be a product helping in principles of sustainability through be made with recyclable and energy-saving materials, part of what Nike is doing through the 'Move to Zero' initiative (Nike, 2026). Intelligent usage data decreases overtraining and wastage of products. Working with a technology company helps to create an innovation that is efficient in terms of resources.



Conclusion

Nike NeuroFit enhances brand equity in an innovative way as it is responsive to changing fitness needs of consumers. It contributes to sustainability, which leads to long-term competitive edge and market growth.



References

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