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REPORT

NIKE – New promotional strategies
to rise the brand awareness

Module: Marketing Management

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 Just do it.

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1.Introduction

Recent research shows that building brand awareness takes up to 5-7 impressions(West,2021). In 2022's customer's research products and brands heavily, rely on the product's quality and use it to form an opinion(Chavane, 2022). So how will big corporations like Nike.Inc will build creative marketing strategies to grow brand awareness, control and consider the customer journey crosswise different communication channels to ensure that existing and future stakeholders' expectations are achieved in the coming years?

The author will analyse the Nike Marketing landscape, touchpoints and customer journey map in this report. The first section illustrates the company's background, competitors and industry. In the second section, the channels of communication will be presented using the Shannon and Weaver Model and integrated marketing communications strategy. The following sections combine strategies: Keller's Brand Equity Model, Aaker Model, Customers Journey Map and The Total Engagement Model. Finally, the author will provide new touchpoints to achieve a competitive advantage.



2. Company Background

Being a multinational corporation, Nike is a sportswear and footwear industry champion. With a global footprint, a culture of innovation and a team-first mentality, Nike take action to create a future of continual progress for athletes, sport and our world(Nike.com, 2022).

The company's history started in 1964 when it was founded by William Jay Bowerman and Philip H. Knight in Beaverton, Oregon, U.S. Nike gained exceptional global market growth because of great marketing, continuously concentrating on quality and customer satisfaction.

The company operates 1,046 retail stores worldwide, including 40 retail stores in the United Kingdom. The fourth quarter (May 31, 2022) reported revenues of \$12.2 billion (investors.nike.com, 2022). According to Forbes(n.d), NIKE, Inc. engages in designing, developing, marketing, and selling athletic footwear, apparel, accessories, equipment, and services.

Nike's **vision** statement is "To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete." At the same time, its **mission** is to "do everything possible to expand human potential. Just do it!"

In 2022 the company had 79,100 employees worldwide. We associate the values and promises of a company with its logo. The same is the case with the Nike company, and we recognize the logo rather than any other product or service offered by the respective company. In Greek mythology, Nike is the Winged Goddess of Victory(Redding, 2018). The logo emanates from the goddess' wing, 'swoosh', representing the sound of speed, movement, power and motivation.

3.Communication in Marketing Process

A crucial competence for the development of marketing activities is effective communication. Nike must adapt its marketing policies and practices because the environment in which it operates is very dynamic. Marketing communication, or MarCom, aims to trim the sales cycle and create product demand/preference. The American Marketing Association (2022) defines the MarCom as Coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels, such as digital media, print, radio, television, direct mail, and personal selling. Effective communication is supplementary to marketing. It makes a marketing campaign memorable and develops an emotional link between the marketer and the target audience (Kaushik,2021). Nike is using the communication mix to communicate with the target audience in the global market.

3.1 Shannon & Weaver Model of Communication

The mathematical theory of communication was created by Claude Shannon, engineer and mathematician, and Warren Weaver - Shannon and Weaver one of the most effective communication models. The fundamental problem identified by Shannon and Weaver(1949) of communication is reproducing at one point either exactly or approximately a message selected at another end. They studied the fidelity of transmitting various signals from the sender to the receiver.

The author will use this model on Nike to demonstrate how this system operates(Please see figure No.1)

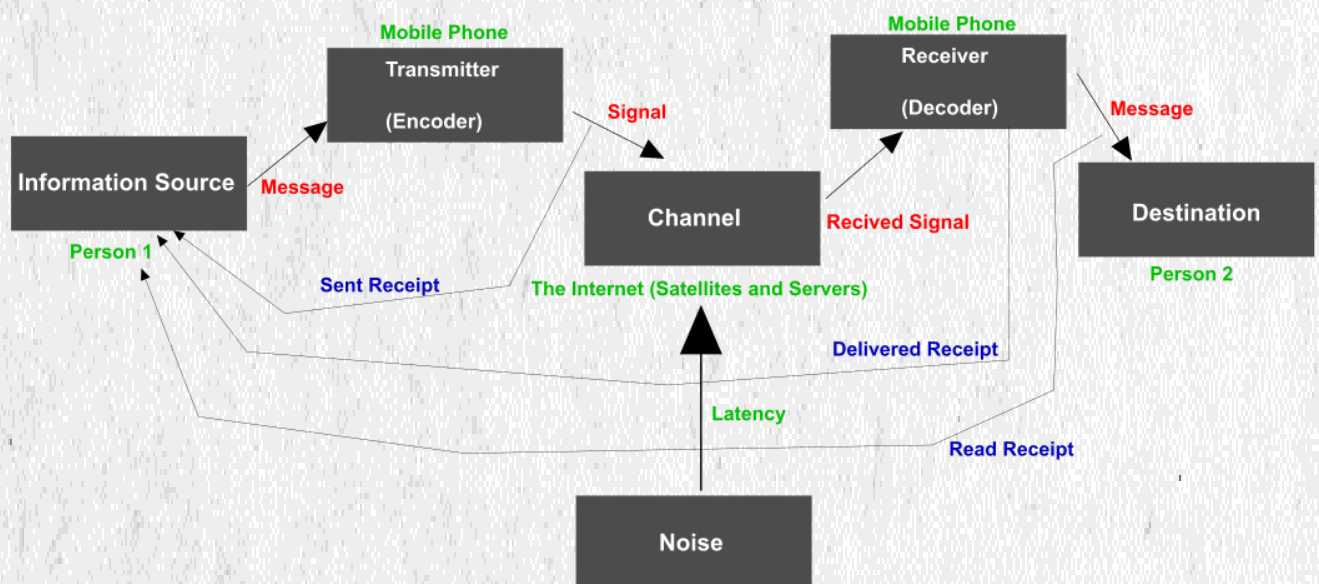


Figure No.1 Shannon-Weaver Communication Model adapted (Jacob.2022)

The following situation is an example of the Shannon-Weaver model of communication at Nike. The customer service assistant is calling a client who has a problem with the product he bought from Nike's Website. However, the client cannot hear the assistant properly due to the raining sound, also known as the physical noise in communication. The customer service assistant is the **source of information**.

The phone is the **transmitter** and the satellite is **the channel of communication** that transmits messages into a signal to convey to the client's phone (**receiver**). The client (**destination**) receives the message via this phone. So, they are the receiver of the message.

The rain **noise** distracts the client from hearing the customer service assistant precisely. Finally, the receiver provides **feedback** on how informed the distractor is and schedules another call back then the customer will be home.

This model can be used for interpersonal communication than group and mass communication. The strengths of Shannon and Weaver are clarity, generalisation, and quantifiability. Another benefit of this model is the concept of noise supports effective communication by voiding the noise or issues generating noise.

However, this model has some weaknesses; being a straightforward model, the concept of this model misinterpreted the human communication nature. Another weakness identified by one of the authors (Shannon) is the content and meaning of focusing on the pure transmission of information rather than their purpose. The fundamental problem of communication is reproducing at one point either exactly or approximately a message selected at another end (Shannon, 1949).

Overall, the model suggested by the Shannon-Weaver has a considerable limitation: it is linear model. It is as if, in communication, a source would compose something (the message) that it would release to the receiver through a transmitter and along a channel.

From the perspective of communication, it is a functioning representative, symbolising the paradigm of any physical communication system and its method of operation. The model operates very well in the statistical examination of information and the study of information transfer. However, he cannot reproduce the multitude and quality of the relationships discernible in a communication interaction, nor the dynamic and continuous character of the communication connection.

3.2 Integrated Marketing Communication

An essential characteristic of Nike is Integrated Marketing Communication because it emerges as a powerful tool that guides practitioners in developing and implementing marketing communications more consistently and effectively (Rehman and Ibrahim, 2011). Nike maintains a durable existence on social media, which reacts to the existing communication patterns of its target consumers. Therefore, operating diverse digital communication channels is crucial for the company, so revising its IMC strategy is vital. Marketing campaign management is a broad endeavour that involves multiple stages, including campaign planning, execution, tracking, and analysis/optimization. The following section represents the steps of the Marketing Integrated Campaign (Please see Figure no 2) is identify and understand who the target audience is. Before starting the tactical planning process, it is vital to understand where the company is and where it needs to be seen so the management can anticipate what actions they will take and when. If the company know its target audience, the campaign will save time, money and effort. Set campaign goals to match the company goals and budget. Establish campaign goals and parameters, ensure goals align with organizational goals and generate a budget to support the actions needed to achieve those goals.

Create a customer/audience segmentation strategy. Proper audience segmentation improves campaign effectiveness, customer experience (CX) and conversions. If the management segment the audience correctly, they can create a unique experience for each person, thus meeting their expectations. Determine the ideal marketing mix in terms of content and channels used. The channels chosen and the content created is based on goals and audience. For example, lead generation campaigns might use PPC advertising, email marketing, account-based marketing, or social media advertising. Thought leadership campaigns could use blogs or content marketing.

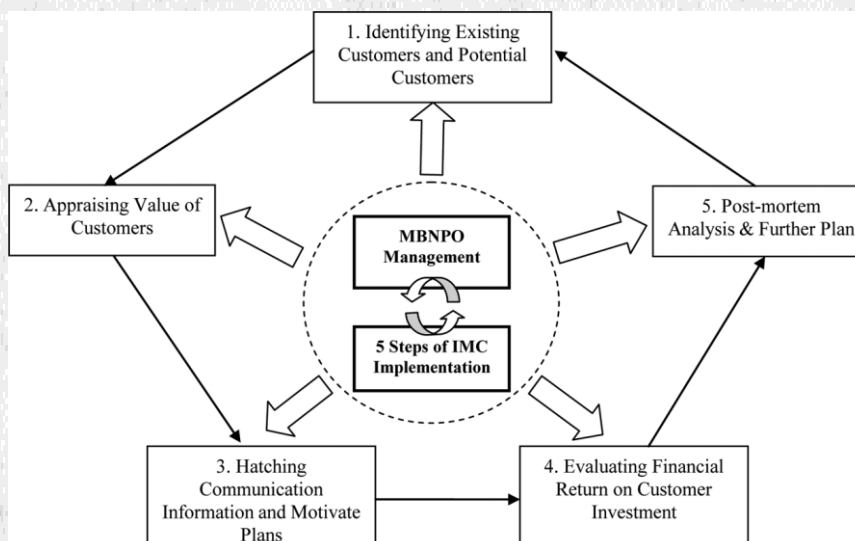


Figure No.2 Steps in IMC (Schultz and Schultz,2004).

Create compelling offers ,motivate the target audience to take the desired action, for example, by clicking on the offer, visiting a store, leaving feedback or taking a new step in the purchase process.

The integrated Management Communication at Nike engages active digital communication; elements of its digital IMC system are from a global online store to workouts on the Nike app. The author's table below reflects the opportunities and limitations of Integrated Marketing Communication at Nike that need to be improved,(the below table is created by the Author(2022)).

Opportunities	Limitations
1. Wonderful use of Instagram page, with considerable followers and compelling content	1.Unstable online presence, some platforms are not updated at all; others are updated regularly but have a small number of followers
2. Functioning apps for fitness that are available with intelligent watches and different devices	2. Low number of likes on product-related posts
3. Effective advertising that is shared across social media	3. Poor website structure, it can be challenging to find the required information

4.Online and offline new promotional strategy to raise the brand awareness

Promotional Strategies have a significant role in every business, guaranteeing clients know the presence and positioning of services or products. According to Sood(2017), promotional efforts should stimulate and motivate enough to generate interest in and promote a positive attitude. The following section will present the new promotional strategies online and offline to raise brand awareness.

4.1 Online

Augmentative reality (AR) in the marketing process of Nike will entitle the brand to offer clients unique experiences.AR helps entertain and educate customers while aiding them in evaluating products(Chandukala et al., 2022).

Xdo it(with your favourite athlete) - an augmented reality headset that intensifies the client's field of view with hologrammatic athletes or sportives. This will be an exclusive strategic aliance with Microsoft(Xbox), where customers will be able to feel what it's like to be at Wimbledon, playing with their favourite athlete and thus encouraging them to have a reason to buy the products.

Search engine marketing

Introducing the search engine marketing (SEM) Nike will grow the business in this competitive marketplace. Search engine marketing encompasses activities centred around making the Nike website more visible when someone uses a search engine. For example, suppose someone is searching for Nike on the Internet. In that case, the company's website must appear prominently in the search to have value for the business as necessary in today's economy. According to (Hoory, 2022), a part of what makes SEM an effective marketing strategy is that it allows advertisers to specify their target audiences.

4.2 Offline

Introducing Nike Charity Marathon

The purpose of this marketing strategy marathon is for the participants to experience the feeling of unity, acceptance and joy, but under the Nike Logo. Thus participating athletes, amateurs or professionals for quality purposes, Nike can promote its products to the audience. Also, by organising these charity marathons, mass media will be attracted. In addition, a large audience will be interested in this event. SEM Nike will grow the business in this competitive marketplace. Search engine marketing encompasses activities centred around making the Nike website more visible when someone uses a search engine. For example, suppose someone is searching for Nike on the Internet. In that case, the company's website must appear prominently in the search to have value for the business as necessary in today's economy. According to (Hoory, 2022), a part of what makes SEM an effective marketing strategy is that it allows advertisers to specify their target audiences.

Nike Family Discount

Good things are shared with loved ones. For example, Nike offers Family Pack discount vouchers during the Christmas holidays. Christmas is the most awaited time of the year when customers want to give their loved ones more and more beautiful gifts, which will make their soul smile and remind them how important they are in their lives. Stores fully intuit everyone's intention and, as a result, create the most beautiful Christmas campaigns, which penetrate customers' hearts, make them buy everything and stop looking at money (Please see the Appendix 1 advertising for this company destined by the author).

5.Brand Equity

Brand equity is the premium value that a business develops from a service or product with a particular name to recognize when compared to a generic equivalent. Establishing brand equity has apparent benefits but requires a lot of work and research to achieve and maintain it(Forbes,2021). Making the products and services of superior quality, memorable and easy to recognize businesses create brand equity. In effect, buyers pay a premium to interact with a company they admire and appreciate.Nike was named (in 2021) the world’s most valuable apparel brand for the 7th consecutive year, creating a strong brand value of US\$30.4 billion (Brand Finance, 2021). The company created a strong marketing strategy that combined quality products by attaining the fundamental principles of brand equity: brand awareness, brand loyalty, quality and brand associations(Chinomona,2017).

5.1 Keller`s Brand Equity Model

Known as the Customer-Based Brand Equity model (Keller's Brand Equity Model) - the comprehensive brand equity model of business-to-business (Kuhn et al.,2008) allows businesses to create a powerful brand by shaping how their buyers feel and consider them. The author will use the CBBE Model (Please see figure NO.3) in order to analyse and build strong brand equity to give valuable experiences to customers.

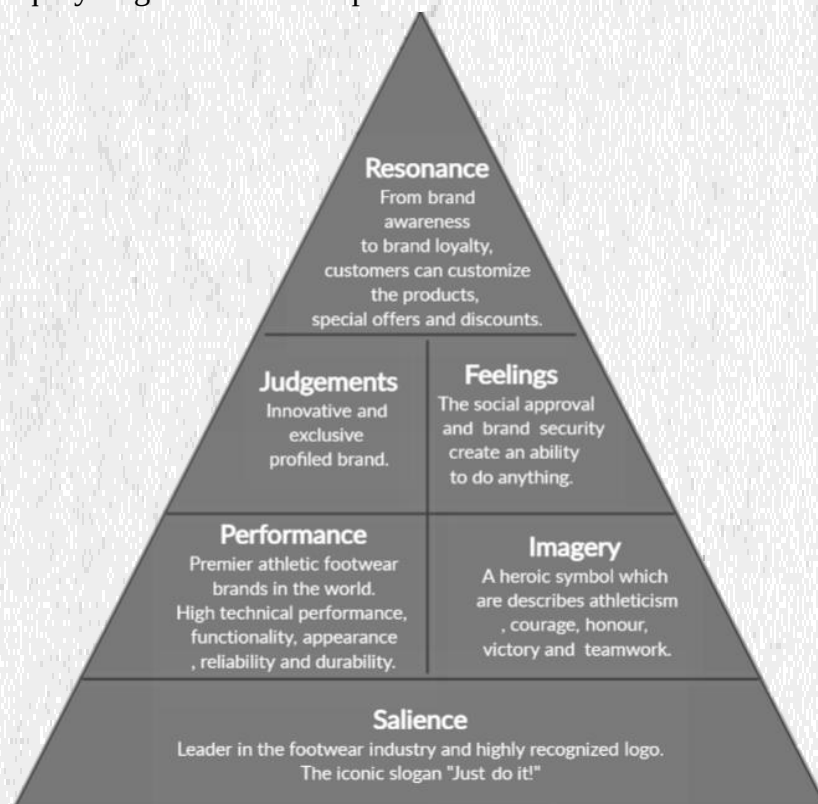


Figure No 3 .Keller`s Customer-Based Brand Equity(CBBE)model at Nike made by author (2022).

The Piramide below exhibits the Brand equity triangle (Keller Brand Equity Model) adapted for the Nike company. The Piramide is divided into four parts, and two have additionally diverged in conclusion; a total of six blocks are in this model. The Piramide identifies six elements: brand salience, performance, imagery, feelings, judgments and relationships(Farjam & Hongyi,2015). The second pillar is a brand performance directed to the brands' tangible characteristics. In addition, it especially involves the practical needs fulfilled by Nike. Imagery is the third pillar that leads to the intangible characteristics of the brand. In addition, it mainly refers to how a brand aspires to satisfy a consumer's needs and wants. The Nikes symbol describes athleticism, courage, and heroism, encouraging customers to buy the company's products. The next pillar is Judgment, where the customers' thoughts and evaluations of Nike's brand. Customers have a moral judgment about the brand. As a result, they produce high-quality and innovative products for customers. The next pillar is Feelings - Nike is an example of a great commercial that invokes success, victory and self-improving. Nike is known to have the most prominent athletes for each sport who endorses and creates buzz for their products: Ronaldo and Morgan for soccer, Lebron and Moore for basketball(Arah,2016). The final pillar is resonance; when a client values the brand and the switch to another brand is impossible, is a connection between the brand and customers, and the customer becomes an advocate for the brand.

The Advantages of the Keller Brand Equity Model

- Price security against the competitor
- It helps Nike build powerful brand equity by sculpturing how customers feel and think about the company
- Create a strong emotional connection with buyers
- Encourage business's long-term growth.

The disadvantages of the Keller Brand Equity Model

- The higher cost, brand tribalism, and inconvenience as a results of brand equity
- It is challenging to echo with clients in a market overfilled with information
- The company must have a highly competent team to maintain brand equity.

In conclusion brand equity is crucial for any companies, especially for Nike being in a competitive sector. The brand equity value is tough to quantify as strategies such as word of mouth play a large part in its establishment (Cullather, 2012). However, measurable marketing campaigns are only one of many potential strategies for brand development. The company established a strong brand identity, recognised worldwide, with a distinguished name, a memorable logo and high quality that is dominant in customers' minds. Finally, these impacts can divert into tangible or intangible value. If the result is positive, tangible value is recognized as revenue or profit growth. Intangible value is realized in marketing as awareness or goodwill. However, the tangible or intangible value is also harmful if the effects are adverse. For example, if consumers are willing to pay more for a generic product than a branded one, the brand is said to have negative brand equity. This could happen if a company has a significant product recall or causes a publicized environmental disaster. In order to fulfil the brand equity techniques, the company can mix the Keller Brand Equity model with the Aaker Brand Equity model. Please see the framework below.

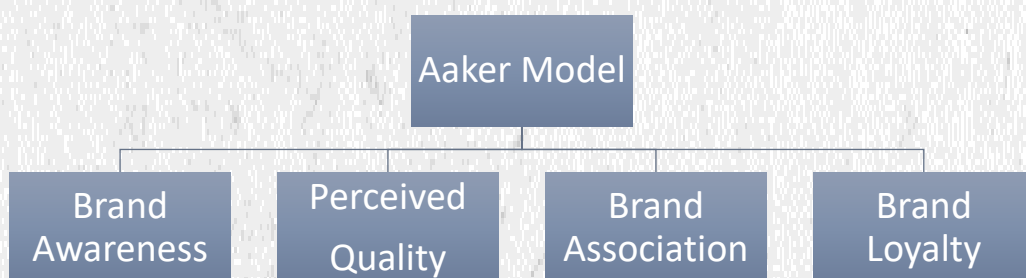


Figure No ?(Aaker,1991) Aaker Brand Equity Model

Aaker states that loyalty refers to the brand because if loyalty refers to the product or service and not to the brand, then brand equity would not exist (Steenkamp,2019). The Aaker Model provides more practical elements and additional latitude for marketers developing campaigns. This model allows the business to concentrate on maintaining customer loyalty, reducing the cost of marketing and advertising. The Aaker model is precious because it allows the creation of a flexible brand. Customer values have moved from cherishing stability to championing freedom and creative expression (Vainionpaa,2019). The world changed, building brand awareness will create a positive impact, and consumers will keep buying from them instead of competitors who make identical goods.

6.Customer Journey Map

Determining consumer needs, wants, concerns, and relations with the company may appear overwhelming and, at times, unnecessary. However, understanding the importance and creating a customer journey map(please see figure NO.4) will allow visualizing and preventing the potential issues during the purchase, prepurchase and postpurchase of Nike products. The touchpoints are an essential aspect of the customer journey map. Brand touchpoints intuitively enhance the customer experience, resulting in a better connection and dialogue with the end user(Sundar,2018). Customer journey mapping (CMJ) is an increasingly popular strategic management tool praised for understanding an organization's customer experiences (Rosenbaum et al.,2016).

In the following section, the author will create a customer journey map at Nike of a customer, how is buying the Air Jordan 1 product.

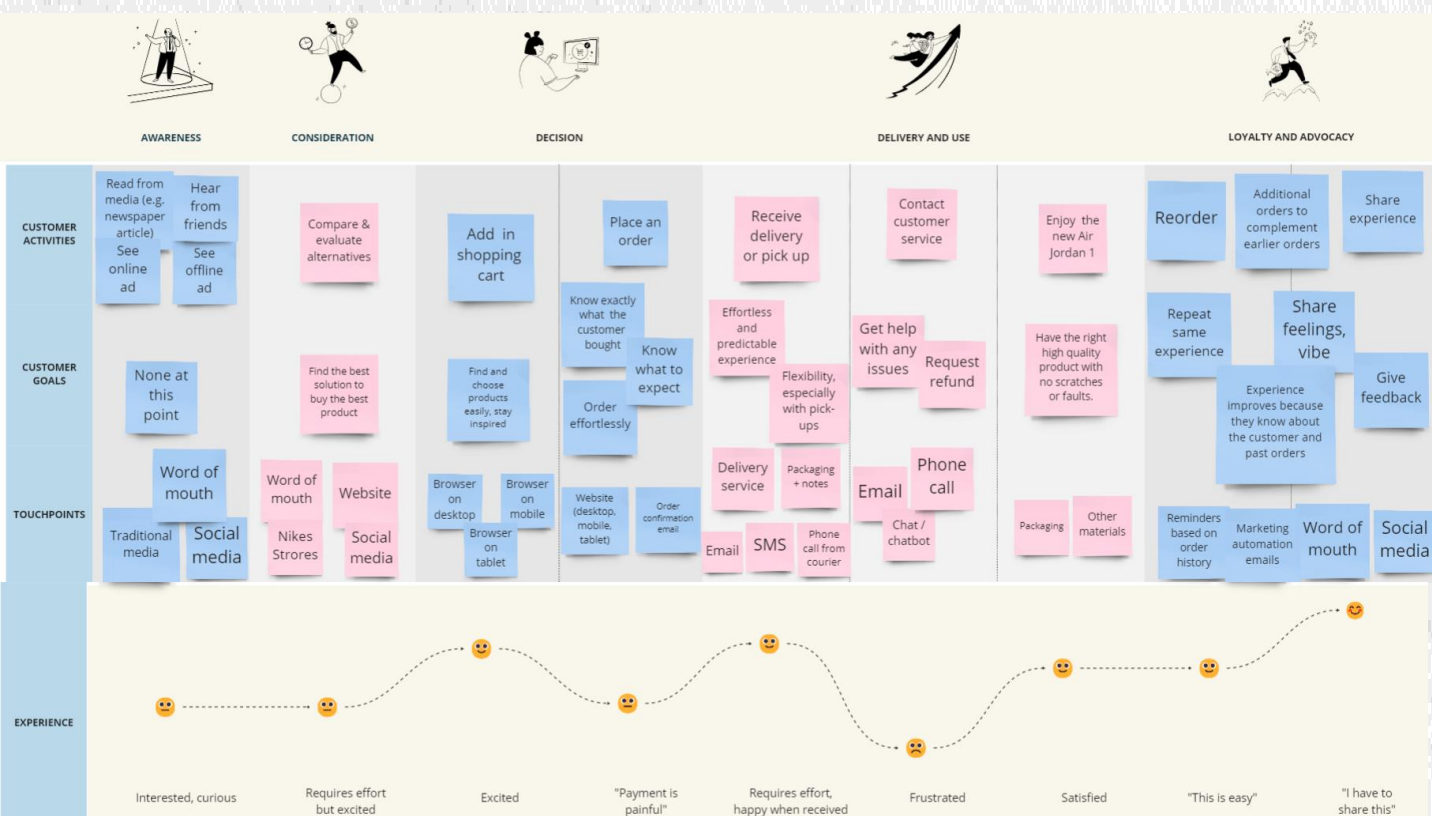


Figure NO.4.Nike Customer Journey Map at Nike(created by authore,2022)

The company can consider closely committing to Nike's present and potential clients using the above customer journey map. The steps in the map are the following: awareness, consideration, decision, delivery and use and finally, loyalty and advocacy.

The first thing the company decides is whose route the customer will map. For example, Nike can determine the movement of a specific type of customer (the image of an ideal customer), a potential (target) customer or an entire segment of customers, depending on the goal they are pursuing.

6.1 Pre-Purchase

According to the map, **awareness** concerns spreading information about Nike's products, in this case, the Air Jordan 1, to the target audience. In this stage, the customer research answers to his needs and wants. The customer activities are: Reading from social media and traditional media (e.g. articles, newspaper articles, youtube reviews, online ads, offline ads) and also about the product from friends and family opinions about this product. The customer doesn't have a goal at this stage, but the touchpoints are present, such as traditional media, social media and word of mouth. The customers feel curiosity and interest in the product.

The following section is **consideration**, at this stage, the customer is looking for alternatives and is contacting Nike for more information about the Air Jordan 1. This interaction is crucial for the brand to convince the buyer to include their product in the shopping basket. The customer's goal is to find the best solution to buy the best product. The touchpoints are word of mouth, the website, the Nikes shop and social media. The customer feels at this stage that this experience requires effort but is excited about the process.

6.2 During the Purchase

The next stage is the **decision**; operating the CTA (or call-to-action process), the brand encourages the customer to take action and purchase the product. Once the customer is satisfied with the product and decides to purchase, his activities include adding the product to the shopping cart and placing an order. The goals are to find and choose products easily, stay inspired and order effortlessly. The touchpoints are the browser on a desktop or mobile phone and the order confirmation. The feeling of buyers is excitement about the purchase. feel curiosity and interest in the product. In the following section, Nike needs to provide support and trust to the consumer in **delivery and use**. Ensure an effortless and predictable experience where the buyer is informed about the refund policies or returns.

Also, the company needs an excellent customer service support team to assist in decision-making. The customer activities are to contact customer service /receive delivery or pick up. On the other hand, the consumer's goals are to make the right decision by having help with any issues from the customer service team and to be flexible, especially with pick-ups. The touchpoints in this section are the following: phone calls from couriers, delivery service, packaging + notes, emails,sms, and rings. At this stage, the customer's feeling variate based on each experience and can require effort and happiness when received, or the customer can be frustrated because of the late delivery.

6.3 Post Purchase

The last stage is **loyalty and advocacy** to boost and retain customers. Inspiring and motivating each client to communicate thoughts or sentiments can be time-consuming. However, having a trained customer service team will shorten the customer journey and reduce transaction costs to keep customers happy and overreach expectations. For example, if the customer is enthusiastic about his Air Jordan 1 purchase is likelier to recommend Nike to his friends and family. The customer activities at this point are reflected by an additional order to complement earlier orders, share experience or reorder. The goal of the consumer is to repeat the same experience. The touchpoint is the following reminders based on order history, marketing automation emails, social media and word of mouth. The customer's feeling at that stage is a great level of satisfaction with their interactions with Nike. However, the model has some impediments, including the non-focusing on the premature stages of interaction between the customer and the company. The author analysed the limitations of the Customer Journey Map Touchpoints at Nike:public opinion can influence customers' decisions because Nike is a big retailer and can kill small retailers. Using the traditional media method makes it extremely challenging to target a distinctive audience. Delivery service is a touchpoint that didn't go well because of the third-party service.DPD, DHL, or UPS is one of the delivery companies that are using Nike, and according to the TrustPilot customer reviews, more than 92% of customers rated the DPD company with one star(TrustPilot,n.d).

7.Total Engagement Model

The Total Engagement model (please see figure NO.5) was adjusted from the seven aspects that Professor Barry Carpenter devised in the DfE-funded Complex Learning Disabilities and Difficulties project in 2011 (Lancashire Council,n.d.).This model concentrates(please see figure below) on the four components of brand advertising, the experience and value of a customer. Utilizing this model at Nike will allow the developing of specific and tailored products to customers' needs and wants.

The Nike engagement Model ensures the brand promises “*to bring inspiration and innovation to every athlete in the world*” (Pelzel, 2022).The employees delivers a unique and planned customer experience, and the organization is based on strong customer insight. Nike developed over the years an excellent work culture for their staff. It enables embedding a purpose of value(Nissen,2013), for example, admission to Nike Sports Centers, discounts, healthcare and many other benefits for employees and families.

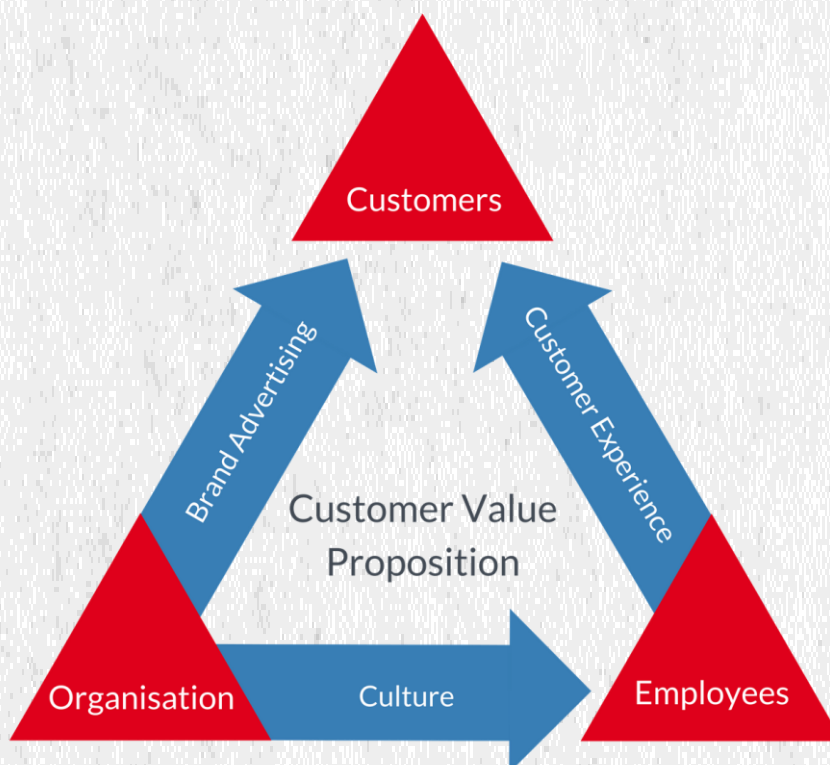


Figure NO.5.The Total Engagement Model (Tao, n.d.) .

The centre of this model is **the Customer Value Proposition** here is illustrates why customers buy the Nike product over the competitors. Customers choose Nike for innovation, design and comfort at an affordable price. Furthermore, it should be cognizant and internalised by the employees who understand their specific part in fulfilling the value proposition and promises to their customers (Roberts, 2010).

The first stage is **brand advertising**, which directly affects the organisation and customers and how Nike communicates their brand to consumers.

The next stage is **culture** - which represents companies' internal goals and values. Nike is a place where everyone can show up fully as themselves and do their best work every day (Indeed. com,2022). This stage influences the organisation to employees and boosts customer engagement with the customer; elements including the adjustment of corporate culture besides the competencies of employees are unavoidable.

Finally, the last stage is the **customer experience**, which directly implicates the employee's customer relationship. According to the Customer Satisfaction Survey on Nike Shoes and Company Performance (2021) results, over 40% of the Respondents are satisfied with Nike products. At this stage, the consumer experience combines emotional and physical elements to interact with the organisation and the brand.

The advantage of this model is customer engagement. By implementing the Total Engagement Model- Nike will improve customer satisfaction and retention. However, this model has some limitations as the discontinuous connections or absence of alignment with an organisation's core value proposition, customer experience, internal culture and staff engagement (Roberts and Alpert, 2010).

8.Recommendations

Understanding the importance of customer touchpoints is crucial for Nike. But, marketers need to meet resource distribution across a spectrum of touchpoints and develop the Customer Journey Map. According to Baxendale, Macdonald and Wilson (2015), in-store contact is generally more influential than other touchpoints, including brand advertising. However, this is the most negligent touchpoint, but Nike needs to invest in in-store and online. Customers are becoming more informed and knowledgeable about the technology, quality and features of the products; this fact is obvious. Nike must provide complete information permanently because customers expect a seamless experience using multiple communication channels and social platforms. Besides that, the dynamics of the customer base are changing. Retailers must consider the needs of the elderly population and young and dynamic customers who want to use all means of communication and who are not only looking for a product, a solution or a service but an engaging experience. Nike must satisfy the requirements of "everyone-customers" who will use the online and offline environments more and more. Therefore, although the boundaries between the purchases made in the two media are blurred, Nike must offer the same quality of experience in all communication media so that the customer always has the opportunity to choose. Augmented reality and virtual reality offer retailers more opportunities to change how customers to shop; for example, they can show them products even when they are not in the store. But more than that will be needed because physical stores offer the social interaction and physical dimension of the buying process that customers are looking for. Many customers want an environment where shopping is an event experience with an engaging atmosphere, both online and in the physical store. Intelligent mirrors in stores that offer customers the opportunity to try on shoes virtually are just one example. . Customers are becoming more informed and knowledgeable about the technology, quality and features of the products; this fact is obvious. Nike must provide complete information permanently because customers expect a seamless experience using multiple communication channels and social platforms. Besides that, the dynamics of the customer base are changing. Retailers must consider the needs of the elderly population and young and dynamic customers who want to use all means of communication and who are not only looking for a product, a solution or a service but an engaging experience.

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Another touchpoint that needs to adapt to Nike in 2023 is the sustainability and eco-friendly environment. According to the institute for sustainability, throughout(n.d) recent decades, the industry has been exposed to megatrends that have positively contributed to a permanent change in how the company thinks, leads, and operates. The primary purpose of this touchpoint is to contribute to a common goal shared by all who notice the problem of planet pollution and undertake concrete actions that reduce the consumption of natural resources and mitigate climate change.

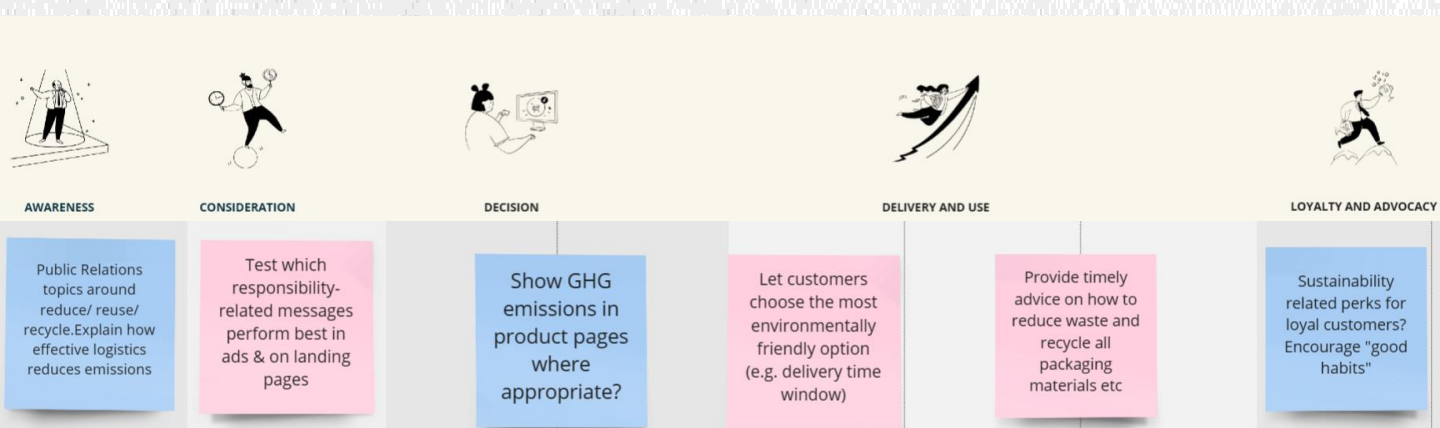


Figure No ? Eco Friendly Touchpoint(author,2022)

9. Conclusion

Building brand awareness in competitive markets can play an active role in the modern marketing environment and small, medium or giant enterprises (Sari and Gultom, 2020). In the contemporary marketing atmosphere, building brand awareness will help companies to develop a competitive advantage. Nike acknowledges that solid brand awareness will build a competitive advantage in the marketplace, enhancing its prestige and trustworthiness. This paper critically analyses Nike's innovative strategies for raising brand awareness by managing customer journeys using communications channels. Using the Communications and the Customer Journey Map, the author provided a new promotional strategy in the offline and online landscape to improve the customer experience. Also, the author provided recommendations for new customer touchpoints that can be implemented at Nike. Consequently, the brand persists in a competitive market by obtaining a competitive advantage indispensable for modern marketing.

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11.Appendix

Appendix No. 1 Nike promotional Family Pack Discount



SPECIAL OFFER



25%

DISCOUNT

NIKES FAMILY PACK