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Module Code: LCMB7024

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Poster – Marketing Strategy Pitch

Term 1



NIKE BRAND

BRAND EXTENSION PRESENTATION



AI POWERED TRAINING SHOES

Combining AI, sustainability, and smart wearables

INTRODUCTION



- *AI-powered training shoes are a new development in the sportswear industry.
- *They integrate artificial intelligence, sensors, and wearable technology.
- *They enhance real-time and reduce injury risk.

BRAND EXTENSION



- AI-powered shoes are an example of brand extension, where companies move from traditional footwear into smart wearable technology.
- Example: Nike Adapt series (smart version of existing shoes).
- Benefits of this strategy: strong brand, reputation in sports performance
- Trust in innovation and quality (Joseph et al., 2024; Rukmini et al., 2024)

BRAND EXTENSION AND CURRENT TREND



- This idea aligns with the rising demand for smart sportswear and AI-based fitness tracking.
- Consumers are increasingly focused on improving performance and preventing injuries.
- Unlike smartwatches or chest straps, AI-powered training shoes offer a more natural and seamless user experience.
- Key features: fitness tracking, gait analysis, temperature control (Rukmini et al. 2024) .

BRAND EXTENSION AND SUSTAINABILITY



- The AI-powered shoe is designed to be battery-free, running on kinetic energy generated by foot strikes.
- This supports sustainability by eliminating the need for charging or battery replacement.
- The shoe is made from recycled materials, reducing e-waste and environmental impact.
- This approach supports Nike's broader efforts to lower carbon emissions through sustainable innovation (pearl et al., 2025)

CONCLUSION



- AI-powered training shoes are the next step in footwear marketing.
- They bring together technology, personalization, and sustainability.
- They offer a strong opportunity for brand expansion into smart wearables
- They meet the expectations of today's consumers (Rukmini et al., 2024) .

REFERENCES



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